

https://dspace.org/

Exploring the relationship between digital marketing and brand equity

Kalima, Killiana C

2022
https://hdl.handle.net/10539/37229

Downloaded from a DSpace repository. https://dspace.org/





EXPLORING THE RELATIONSHIP BETWEEN DIGITAL MARKETING AND BRAND EQUITY

Killiana C Kalima

Partially fulfilling the Master of Management in Strategic Marketing requirements at the University of the Witwatersrand by submitting a research report.

Wits Business School

Supervisor: Dr Yvonne Kabeya Saini

Declaration

Except where recognized in references, this work has been written by me, Killiana Chikomborero Kalima. As part of University of Wits' degree program for Master of Management in Strategic Marketing, the author submits this report. In no other university or college has it been submitted before.

Killiana Chikomborero Kalima

Dedication

To God Almighty, my pillar of strength. Your love and guidance have accompanied me throughout my journey. I am thankful for your unwavering grace. David, my devoted husband, children Thelma Rudadiso and Vincley Kuzivakwashe, as well as my family and friends, I am grateful for the constant support. Your prayers have enabled me to get through this.

Acknowledgments

Thanks to all who contributed to the success of my research report, my appreciation and gratitude are extended.

-Dr Yvonne Saini, who made this a reality. Despite my challenges, your guidance, wealth of knowledge, and advice helped me. As a result of your insight, I realized the importance of thinking strategically and taking action.

-Thank you, Mr Tonderai Sibanda, for guiding me and stretching my thinking beyond what I could achieve on my own. Your encouragement, your support, and patience made the journey easier for me.

-Wits Business School staff, Lecturers, and respondents for their contribution.

Table of Contents

List of figures……X

List of tables……X1

Chapter 1. Introduction..... 1

1.1 Background 2

1.2 Problem Statement..... 3

1.3 Research purpose 3

1.4 Research questions and associated hypotheses ……4

1.5Context of the study……6

1.6 Beauty industry in South Africa……7

1.7 Delimitations of the study……8

1.8 Significance of Study 9

1.9 Research outline……10

Chapter 2 Literature Review 11

2.1 Introduction 11

2.2 Advancement in technology……11

2.3 Digital marketing 12

2.4 Brand equity……13

2.5 Brand awareness 14

2.6 Brand image……16

2.7 Digital marketing and brand awareness……17

2.8 Building brands through social media 17

2.8.1 Facebook……18

2.8.2 Twitter……19

2.8.3 Instagram……20

2.8.4 YouTube……20

2.9. Brand associations 21

2.9.1Product attributes……22

2.9.2 Non-product-related attributes……22

2.9.3 Benefits……22

2.9.4 Experiential benefits……23

2.9.5 Features of brand associations……23

2.9.6 Strength of brand associations……23

2.9.7 Uniqueness of brand associations……24

2.10 Variables of interest……24

2.11 Conceptual framework and hypothesis development……25

2.11.1 Facebook brand awareness and product attributes……25

2.11.2 Facebook brand awareness and non-product attributes……25

2.11.3 Facebook brand awareness and experiential benefits……26

2.11.4 Facebook brand awareness and strength of brand associations ……26

2.11.5 Facebook brand awareness and uniqueness of brand associations……26

2.11.6 Twitter brand awareness and product attributes……27

2.11.7 Twitter brand awareness and non-product attributes……27

2.11.8 Twitter brand awareness and experiential benefits……27

2.11.9 Twitter brand awareness and strength of brand associations ……28

2.11.10 Twitter brand awareness and uniqueness of brand associations……28

2.11.11 Instagram brand awareness and product attributes……29

2.11.12 Instagram brand awareness and non-product attributes……29

2.11.13 Instagram brand awareness and experiential benefits……30

2.11.14 Instagram brand awareness and strength of brand associations ……30

2.11.15 Instagram brand awareness and uniqueness of brand associations……30

2.11.16 YouTube brand awareness and product attributes……..31

2.11.17 YouTube brand awareness and non-product attributes……31

2.11.18 YouTube brand awareness and experiential benefits……32

2.11.19 YouTube brand awareness and strength of brand associations ……32

2.11.20 YouTube brand awareness and uniqueness of brand associations……32

2.12 Conclusion 33

3 CHAPTER 3 RESEARCH METHODOLOGY…………34

3.1 Research Paradigm 32

3.2 Research Design 33

3.3 Population and sample 33

3.3.1 Population 33

3.3.2 Sample and sampling technique..... 34

3.4 Research instrument..... 34

3.4.1 Pilot study..... 35

3.5 Procedure for data collection..... 35

3.6 Data processing, analysis, and interpretation……38

3.7 Limitations of study 36

3.8 Validity and reliability 39

3.8.1 Validity……..39

3.8.2 Reliability……39

3.9 Ethical considerations……..39

3.10 Conclusion……40

4 CHAPTER 4: RESULTS … 39

4.1 Data Screening 39

4.2 Respondents characteristics 39

4.2.1 Age..... 39

4.2.2 Gender 42

4.2.3 Ethnic group 42

4.2.4 Education level 41

4.2.5 Most Used Social Networking Platform..... 41

4.2.6 Device used to access social media 42

4.2.7 Attributes associated with Essence brand for products used 42

4.3 Facebook brand awareness..... 45

4.4 Twitter brand awareness..... 46

4.5 Instagram brand awareness..... 46

4.6 YouTube brand awareness 47

4.7 Product attributes..... 47

4.8 Non-product attributes..... 48

4.9 Experiential benefits..... 48

4.10 Strength of brand associations..... 49

4.11 Uniqueness of strength of brand associations..... 49

4.12 Validity and reliability..... 50

4.13 Hypothesis testing using SEM and results..... 55

5 CHAPTER 5: DISCUSSION OF RESULTS AND FINDINGS..... 65

5.1 Twitter brand awareness and non-product attributes..... 65

5.2 Instagram brand awareness and non-product attributes..... 65

5.3 YouTube brand awareness and non-product attributes..... 66

5.4 Twitter brand awareness and experiential benefits..... 66

5.5 Instagram and brand awareness and experiential benefits..... 67

5.6 YouTube brand awareness and experiential benefits……67

5.7 Facebook brand awareness and strength of brand associations……68

5.8 Instagram brand awareness and strength of brand associations……69

5.9 Twitter brand awareness and strength of brand associations……69

5.10 YouTube brand awareness and uniqueness of brand associations……70

5.11Twitter brand awareness and uniqueness of brand associations……70

5.12 Instagram brand awareness and uniqueness of brand associations……71

5.13 YouTube brand awareness and uniqueness of brand associations……71

5.1 Conclusion……72

6 CHAPTER 6: CONTRIBUTIONS, IMPLICATIONS, LIMITATIONS, AND FUTURE RESEARCH……73

6.1 Introduction……73

6.2 Contribution of the study……73

6.3 Theoretical Implications……74

6.4 Managerial Implications…… 75

6.5 Limitations……76

6.6 Future research……77

6.7 Conclusion……77

REFERENCES……78

APPENDIX A: PERMISSION LETTER……87

APPENDIX B: RESEARCH INSTRUMENT ……88

List of Figures

Figure 1: Conceptual framework - social media awareness and brand image

Figure 2: Age of respondents ……..52

Figure 3:Gender……53

Figure 4: Ethnic group……53

Figure 5: Education level……..54

Figure 6: Most used social networking platform……54

Figure 7:Social media platforms used by respondents……..55

Figure 8: Attributes associated with Essence brand for products used……56

Figure 9: Facebook brand awareness……56

Figure 10: Twitter brand awareness……57

Figure 11:Instagram brand awareness……57

Figure 12: YouTube brand awareness……58

Figure 13: Product attributes……58

Figure 14: Non-product attributes……59

Figure 15: Experiential attributes……59

Figure 16: Strengtgh of brand associations……60

Figure 17: Uniqueness of brand associations……60

Figure 18: Hypothesised CFA Model (before pruning……61

Figure 19: Final CFA model after pruning……62

Figure 20: SEM model……66

List of Tables

Table 1: Final construct composition……69

Table 2: Model fit indices……..70

Table3:Reliability and validity……70

Table 4: Descriptive statistics and correlation matrix……71

Table 5: SEM Model - regression weights……72

Abstract

In the study, digital marketing was examined in relation to brand equity. The focus was on specific social media platforms that can be used as platforms for online digital marketing. Brand awareness and brand image, two constructs of brand equity, were examined in the study. In the quantitative research approach, convenience sampling was employed. An online survey was conducted among students at the University of the Witwatersrand. 263 samples were assessed and analysed using SPSS software. As a result of the study, the link between digital marketing and brand equity was confirmed. Facebook, Twitter, Instagram, and YouTube have positive correlations with brand equity, as measured by social media brand awareness, which improves brand image. In order to increase brand visibility, organizations should consider using social networking sites to execute digital marketing campaigns for brand awareness. Other geographical regions can be used to duplicate the study.

keywords; Digital marketing, brand equity,social media

Chapter 1. Introduction

1.1 Background

Over the last three decades, digital marketing has radically altered how businesses, brands, and consumers utilize digital resources (Seehanam, Akkaranggoon, & Ungpannsattwang, 2018). Although digital marketing was established in 1990 (Kamal, 2016), it was not widely recognized until the new millennium. By the end of 2005, when users began to recognize the importance of the internet, digital marketing was predicted to have risen by around 48 percent (Kamal, 2016).In addition to traditional marketing, digital marketing entails customization, widespread dissemination, and the accomplishment of desired outcomes (Machado & Davim, 2016).Digital marketing will provide several opportunities for future enterprises (Kamal, 2016).

A product's or service's value depends on its brand equity, which is determined by its name, symbol, and reputation (Aaker, 1991). In order to build brand equity, brands must be present in consumers' minds and have a key role to play (Pratama & Kusumawardhani, 2021). The concept of brand equity is important for influencing consumer behavior when faced with nearly identical products because it enables brands to stand out from competitors (Hudi,Handayani,Musnaini,Suyoto,Prasetio,Pital-oka,Wijoyo,Yonata,Koho&Cahyono,2022). Several types of customer experiences contribute to the formation of brand equity, as well as psychological aspects and attachment to the brand (Sitompul,Irawati & Wibow, 2021).

Identifying online communication channels that may be effective for marketing beauty goods online, for example, is essential for the South African beauty business (Gordon & James, 2017).Through the employment of numerous online technologies, digital marketing has altered the communication environment (Jayasuriya et al, 2018).Many conventional firms in South Africa are beginning to incorporate digital tactics (Sibanda, 2019). This study is a quantitative investigation into the experiences and views of participants while looking at the relationship between social media platforms as a digital marketing tool and their impact on brand awareness and brand image. The study's population will be University of the Witwatersrand students. An online survey will be used to gather the data. Participants will receive a link to more information via email. Social media platforms (Facebook, Twitter, Instagram & YouTube) will serve as independent variables.The focus will be on brand

awareness and selected brand image constructs, especially on associational traits and qualities (Keller, 1993) as dependent variables.

1.2 Problem Statement

New small to medium-sized businesses appear to underutilize online networking when it comes to creating brand recognition for their beauty products. Brands confront a performance gap with customers without digital marketing exposure, restricting their ability to reach target markets, develop brand equity, and drive sales (Ritz, Wolf, & McQuitty, 2019).Small, medium and micro businesses (SMMES) dominate this sector in South Africa, although not all of them invest in online advertising. According to South African digital statistics from 2017, 54 percent of the population utilizes social media. Few research on this issue has been undertaken on a low scale in the South African beauty business.

Emerging beauty product suppliers face knowledge and information limitations, as well as innovation challenges. According to Imran, Salisa, Aslam, Iqbal, and Hameed (2019), upcoming SMEs should foster innovation in order to discover and explore opportunities in the digital space as a means of responding positively to sustainability threats. Brand equity is not being built fully through digital marketing among emerging companies.

A positive image necessitates an organization's recognition of its brand (Aaker, 1996; Keller, 1993) and the development of favorable, distinctive, and positive connotations with it. This demonstrates that brand awareness can have an influence on a company's image. This paper will focus on Facebook, Twitter, Instagram, and YouTube as social media platforms and their implication in the advertising of various beauty products in South Africa. Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, and Singh (2016) did a research to investigate how social media promotes brand equity and customer behavior, implying that additional platforms, age, and education might provide a more thorough knowledge of the phenomena.

1.3 Research purpose

This study examines how social media awareness affects brand image for beauty care products through Facebook, Twitter, Instagram, and YouTube. Firms employed conventional means to sell their products in the past; today, these firms use social media sites to contact clients (Quitong & Rahman, 2019). Digital marketing aims include improving customer

engagement, raising brand exposure, delivering value, and increasing brand loyalty (Ritz et al, 2019). Online platforms are becoming a tool for internet advertising by providing product information through photographs, audio recordings, and videos (Sya'idah, Sugiarti, Jauhari, & Dewandaru, 2019).

The usage of social media for messaging has an impact on brand awareness among users (Tritama & Tarigan, 2016). Because social media is the most extensively used digital media tool, it is critical that companies use it to engage customers, share, and generate material that can be used by organizations to promote awareness (Tritama & Trigan, 2016). (Trigan & Tritama, 2016). Facebook, Twitter, Instagram, and YouTube will be examined as venues for increasing brand recognition and image. The research adds to the South African economy as an expanding market by demonstrating how different social media platforms may help in the promotion of businesses and products (particularly in the beauty sector).

A non-probability convenience sampling technique and survey was used by Arif, Bhatti, Mariam, and Sadiq (2017) to compare marketing communications, brand image, brand awareness, and brand knowledge on the social web. Enhanced brand knowledge was found to be positively correlated with social media brand communication. By investigating customer motives and views, Islam and Mahmood (2018) concluded that social media influence consumers' purchase intentions. Randomly selected participants were interviewed at a university. Haudi, Handayani, Musnaini, and Suyoto (2022) studied the influence of social media on brand trust, equity, and loyalty, and their study concluded that social media benefits SMEs' marketing performance.

Likewise, the qualitative approach is focused with determining how people interpret the connotations that attribute to various encounters (Merriam, 2009). In contrast, quantitative research looks at the connections between variables (Creswell, 2009). This study is a quantitative investigation into the experiences and views of participants while looking at the relationship between numerous aspects. Students at the University of the Witwatersrand will make up the study's population. Data will be gathered using an online survey. A link to more information will be sent to the participants through email.Social media platforms namely F

1.3.1Theoretical Objectives

-To review literature on social media as a digital marketing tool

-To review literature on brand equity

-To review literature on brand awareness and its components which are brand recognition and brand recall

-To review literature on brand image and its components which are types and features of brand associations

1.3.2 Empirical objectives

-To explore the relationship between social media as a digital marketing tool and brand equity

-To examine the impact of social media on brand awareness and brand image as constructs of brand equity

-To investigate how social media platforms such as Facebook, Twitter, Instagram, and YouTube impact brand recognition and brand recall as constructs of brand awareness.

-To investigate the impact of the relationship between social media platforms and types and features of associations on a brand.

1.4 Research questions

This study seeks to answer the following research questions:

•Is there a relationship between social media a digital marketing tool and brand equity?

•How does social media affect determinants of brand equity namely brand awareness and brand image?

•What is the nature of the relationship between social media platforms which are Facebook, Twitter, Instagram and YouTube on brand recognition and brand recall?

•Is there any relationship between social media platforms (Facebook, Twitter, Instagram, and YouTube) and brand associations (features and types of associations)?

1.5 Context of the Study

Market research indicates that social media has become increasingly popular due to its growth in popularity and the degree of interaction it offers across various online platforms.Relative to one Chinese study, a large number of college students use cosmetics twice daily, with both male and female students regularly using beauty products (Quitong & Rahman, 2019). This implies that student populations are significant in the research. In this study, we will look at specific social media channels such as Facebook, Twitter, Instagram, and YouTube and how they affect brand equity in the South African cosmetics industry. Digital technology has an impact on brands in ways that businesses must recognize. Kavisekera and Abeysekera (2016) discovered that social media marketing could increase brand equity. In another study by Jayasuriya, Azam, Khatibi, Atan, and Dharmaratne (2018), the authors examined how social media marketing could help increase brand equity.

An Indian study on internet marketing and its effects on brand equity was completed by Godey, Manthiou, Pederzoli, Rokka, Aiello, Danvito, and Singh (2016). Creating distinct brand trust through social networking websites ensures audience reliance on a brand, which increases the impact of social media marketing and brand trust and loyalty (haudi, et al,2022).

The researcher hopes that the outcome of this study will help emerging firms comprehend the relevance of using social networks into integrated marketing strategies in the South African beauty sector. Furthermore, it would allow the creation of advertising campaigns based on how target groups interact with visual and textual content across various social media platforms. As an outcome, new information will be added, and more research will be made possible

1.6 Beauty Industry in South Africa

The cosmetics sector in South Africa is today dominated by worldwide giants such as Revlon, which has a market share of roughly 31 percent (Shand, 2017). The South African cosmetics sector (2019) is controlled by over 250 enterprises, and male consumers are becoming extremely involved in cosmetics (Wood, 2019). A new generation of beauty businesses is developing, digital technology's effect is rising, and the millennium population is contributing to the industry's growth.

Cosmetic firms in South Africa should actively target the sector with local brands tailored to the many skin types present in and around the nation (Fashion Handbook South Africa, 2018). Garnier, Johnson & Johnson, and Nivea are some of the most popular locally adapted foreign brands. Their moisturizers, face masks, hair and body treatments, and natural oils for both skin and hair are popular among university students. One of the most popular beauty product brands is Essence, which is founded in Germany and modified for the local market. This research will look at students as a sample to see how they obtain information about cosmetic items.

Users of beauty products are often at ease with expressing suggestions and opinions about specific brands on social media networks. This strategy has the potential to be effective in the marketing of beauty items (Valentine, 2019). Social media by beauty firms allows them to communicate directly with customers, thus businesses can communicate with consumers through a variety of social media, including Facebook, Twitter, Instagram, and YouTube (Valentine, 2019. It is undeniable that digital communication plays a huge role in cosmetic marketing. Corporations may utilize social media to reinvent the cosmetics industry to be more inclusive Valentine(2019). The impact of social media platforms on brand equity in the South African cosmetics industry is measured in the present study.

1.7 Delimitations of the Study

The investigation will only be obtained from the University of the Witwatersrand. As a result, the results will not be indicative of the overall province or of the entire population of South African university students. The outcomes of the research will not be utilized to compare similarities and variations in approaches to the same phenomena at other colleges.The conclusion of this study will not be generally applicable to a wider community due to the small sample size compared to the whole student population in South Africa. Social

networking in this research solely relates to Facebook, Twitter, Instagram, and YouTube. While the insights are relevant in the beauty sector, they may not be in other industries.

1.8 Significance of the Study

This research is critical in the South African cosmetics sector because it will assist new enterprises in making better use of internet platforms to build brand recognition and establish a brand image. Because of the extensive use of the internet in enterprises and people's lifestyles, marketing, its tools, and techniques have evolved significantly (Machado & Davim, 2016). According to Ahmed, Streimikiene, Berchtold, Vveinhardt, Channar, and Soomro (2019), pioneers need to use online streaming communications as their first line of advertising and sales promotion because of their cost-effectiveness, international presence, real-time user engagement between customers, increased response rate, quick feedback, and possibilities for amazing relationships with customers.Customers may be encouraged if digital marketing is used.

Understanding brand equity through the correct usage of online digital platforms indicates how much value a consumer-brand link adds to customers and businesses (Balaji, 2011). Using Keller's (1993) brand equity model, we will measure customers' familiarity with various beauty goods, as well as how effectively a given brand is created by ensuring consumers have learned and experienced it through time. Customers are frequently exposed to information about a prospective organization through internet marketing networking platforms such as social media (Gordon & James, 2017). Several scholars have investigated the effectiveness of internet advertising on brand equity using internet technology (Jayasuriya et al, 2018). Godey, Manthiou, Pederzoli, Rokka, Aiello, Danvito and Singh (2016) analysed the effect of internet marketing on brand equity. Additional analysis by Alwan and Alshurideh (2022) found that electronic word of mouth is a powerful digital marketing technique for influencing purchase intent.

Aside from how young adults utilize social networks, this research will examine how channels like Facebook, Twitter, Instagram, and YouTube can be used to shape the image of goods in the South African beauty market. A specific focus will be on Essence products.

1.9 Research outline

Chapter 1 Introduction: This chapter provides an overview of the study including the purpose,problem discription,research questions and the importance of the study.

Chapter 2 Literature review: This chapter examines social media as a digital marketing tool, with a focus on Facebook, Twitter, Instagram, and YouTube as social networking sites. Brand image components and brand awareness will also be reviewed.

Chapter 3 Research Methodology: This part will describe and clarify the research approach, demographic and population, sampling procedure, collection of data, and pilot test, as well as the research's validity and reliability.

Chapter 4 Results and findings: The study presents its results in the form of graphs, charts, and tables.

Chapter 5 Discussion of findings: The findings of the research will be discussed in this chapter in relation to the research questions and hypotheses.

Chapter 6 Conclusion and recommendations: In this chapter, Findings are summarized, suggestions are made, and future research is considered in this chapter.

Chapter 2 Literature Review

2.1 Introduction

Through the study of digital marketing in South Africa's beauty industry, we examine how social media can enhance brand awareness and image. The degree of consumer trust has a major impact on the performance of new brands (Haidi et al, 2022). The correlation between social media awareness and brand awareness has been extensively researched. Despite widespread interest in Facebook, Twitter, and YouTube, limited research has been conducted regarding their impact on brand image and awareness (Schivinski & Dabrowski, 2016).

The concept of brand equity is important for influencing consumer behaviour when faced with comparable products (Haudi et al,2022).There is no doubt that brand equity plays a fundamental role in consumers' purchase decisions given the fact that they tend to develop a positive reaction when approached with a well-known and familiar brand (Alexandra & Cerchia, 2018).Marketers and emerging companies must be convinced of the influence that digital marketing can have on brand equity if used strategically through suitable content and platform selection for each group (Schivinski & Dabrowski, 2016).

Digital marketing is distinguished by two-way communication, in which customers may connect with one another as well as with the firm (Putri, 2021). To some extent, the strength of conventional marketing is dwindling with digitization looming as the most potent instrument in growing globalization (Bala & Verma, 2018). According to Godey et al., (2016), offline digital marketing tools can be leveraged to help establish brand recognition. Internet penetration is 50% in Northern Africa, 41% in Western Africa, 32% in Eastern Africa, and 12% in Southern Africa, according to surveys on global digital marketing in 2019. Southern Africa, however, has the greatest internet penetration rate in Africa (62%) as of January 2021 (Statista, 2021). This shows that internet usage is rapidly expanding in South Africa.

2.2 Advancement in technology

The outcomes of this study should aid businesses in increasing the knowledge of how social media sites affect their image (Yamin, 2017). More than a decade ago, Keller (2009) suggested that businesses go where their customers are, implying the need to use digital channels for online communication. The rate at which messages travel on various social media platforms

has increased when compared to traditional media. It is quite astounding how quickly and easily digital media carry information (Pushpalatha, Roshni & Veererndrakumar,2019).In the age of interactive digital communication, mass communication has become obsolete (Zahoor, Younis, Qureshi & Khan, 2016). The application of modern technology may give customers access to the most up-to-date information, knowledge, and insights about firms (Majeed, Owusu-Ansah & Asmond, 2021).

2.3 Digital marketing

As a result of its effectiveness in achieving both individual and mass communication, digital marketing has become a way of life (Pratama & Kusumawardhami, 2021). The use of digital marketing has allowed for fast, relevant, and customized two-way communication with customers (Pushpalatha et al, 2019). A firm's digital transformation, particularly a new one, must focus on how they can provide value to their consumers rather than how social media platforms fit into their marketing strategy (Dwivedi, Ismagilova, Rana & Raman, 2021). Organizations must consider online digital marketing when making strategic decisions since customers are now spending time on the internet seeking for additional information about businesses (Bala & Verma, 2018). These online digital strategies must be integrated in such a way that consistent messages may be delivered while also achieving strategic positioning for firms (Keller, 2009).

Firms that use interactive technology as a marketing strategy provide value by devoting time and attention to clients who can access brand information online (Shirisha, 2018). Consumers may also share their brand experiences on digital sites such as social media, which contributes to brand awareness and brand image (Maecker, Barrot & Becker, 2016). Customers participate in various ways using various social media channels (Yamin, 2017). Social media advertising shapes customers' perceptions of a brand or a product, prompting them to acquire mindful attitudes about brands (Siddiqui et al., 2021). Furthermore, the development of interactive social media has enabled businesses to engage with various age groups via various internet channels. To maximize the quality of social channels, coverage, which corresponds to the proportion of the audience accessed by each platform, should be measured (Keller, 2009). Social media sites such as Facebook, Twitter, Instagram, and YouTube will be examined as current marketing tools.

2.4 Brand Equity

Shoppers understand the value of brand equity in their purchase decisions because they are more likely to respond positively to a recognizable and well-known brand (Alexandra & Cerchia, 2018). According to Keller (1993), brand equity is the impact of brand understanding on consumers' attitude to marketing efforts. The value provided by a product or service, or its consumer is determined by the brand equity inherent in its name, symbol, and reputation (Aaker, 1991).

Developing an emotional attachment between customers and a brand through brand equity engages new consumers by reminding them of goods and services of a specific organisation (Lee & Leh, 2011). As discussed by Aaker (1991), brand equity consists of four factors: brand awareness, perceived quality, brand association, and brand loyalty. Keller (1993) states that brands have equity based on how their customers perceive and feel about them. The fundamental principles in this framework are brand awareness and brand image. Consumer decision-making is significantly influenced by brand awareness and image (Keller, 2013).

The resilience of a brand is deduced from what people have "gained, encountered, discovered, and noticed about it over time" Keller (2013). Associations that encourage the development of a solid and compelling brand image provide a comparative benefit to organizations with high brand equity (Zia, Younus & Mirza, 2021). In the study, digital networks Facebook, Twitter, Instagram, and YouTube) are employed to increase brand recognition and image. Improving brand recognition and image may help a brand's equity (Alexandra & Cerchia, 2018). This study will evaluate Keller's (1993) customer-based brand equity model, which incorporates brand awareness and brand image.

2.5 Brand Awareness

Awareness is defined as a consumer's ability to detect and interact with the brand in a range of situations; however, it is vital to note that information gained via the internet or word of mouth may impact the consumer's thoughts and attitudes in either a favourable or negative way (Foroudi, 2017; Decker, 2019). A successful messaging strategy or a focus on different product categories allow consumers to become aware of new products, according to Zia et al (2021). As reported by Aaker (1996) and Keller (1993), a positive image may be built by organisations if they are known by consumers and have strong, attractive, and distinguishing relationships with them. Facebook, Twitter, Instagram, and YouTube may all be used to boost brand awareness through facilitating engagement, providing entertainment, improving customer relationship management, and enriching the online brand experience for various segments (Jayasuriya et al, 2018).

''A brand's awareness leads to its trust, which is the lynchpin of its equity'' (Girdaladze, 2019). The awareness of a brand is the key to attracting customers (Latif, Islam, & Noor, 2014). To encourage interaction based on similar interests, Godey et al. (2016) suggested that each profile feature customized materials. By targeting the right niche and relating to its characteristics, one can raise brand awareness (Kavisekera & Abeysekera, 2016). Organisations can provide online digital solutions for exposing, educating, and convincing clients about their company (Isoraite, 2015). Decker (2019) mentions that ''a content piece can be a video, podcast, text, or image''. Consumers become accustomed to brands through interaction and experience (Ateke & Nula, 2017). By establishing partnerships and fostering consumer confidence through social networks, a company can enhance its brand awareness (Ansari et al., 2019).

Consumer memory is a determinant of brand awareness and can be improved by utilizing online technology systems (Faisal & Ekawanto, 2021). Positive feelings about a brand are deemed to be a sign that a customer knows the brand (Gordon & James, 2017). With a recognized brand, customers can share their experiences via social networking sites, resulting in the entitlements of trust, assurance, and gratification (Arif, Bhatti, Mariam & Sadiq, 2017). The same is true for consumers without a favourite cosmetics brand; they are more likely to purchase cosmetics from familiar companies (Salkovska et al., 2015). It is therefore vital to focus on social networking sites that have a successful track record of raising consumer awareness. By utilizing media platforms, businesses can increase their exposure to customers and build brand recognition (Morozan, Enache & Vechiu, 2009).

Before they will pay attention to a brand's products, consumers need to know the brand. Brand awareness can influence perceptions of a company's core brand, which can ultimately increase its profitability (Keller, 1998). The goal of brand equity is to garner awareness and understanding, state Ateke and Nwulu (2017). Foroudi, Gupta, Nazarian, and Duda (2017) found that an increased level of awareness increased people's likelihood of buying goods and services, and that information is spread by internet-based digital mediums (Sya'idah et al., 2019).

2.6 Brand image.

In 1991, Aaker described the concept of brand equity as the attributes that buyers recall when they consider the brand. A brand image can also be defined as "the extent to which individuals establish a connection to the brand centred on their experiences of physically interacting with it," according to Keller's (1998) model. Arif et al. (2015) proposed that the uniqueness and favourability of a brand's memory influence brand assessment.

Customers' ability to recall and feel familiar with a brand is influenced by brand awareness (Fathi, Alipoor & Moradkhani, 2017). A significant level of brand interaction strengthens a corporation's market position (Mulyono, 2016). Increasing brand exposure on social media platforms may lead to beneficial brand meanings, which is a trait of brand image (Isoraite, 2016). In fact, brand awareness has been described as a precursor to positive brand image; hence, the more a brand's awareness, the easier it will be to maintain a positive appearance of the company's product (Hyun & Kim, 2011).

Businesses must demonstrate what their advantages are to customers, how they assure their satisfaction, and, most importantly, how their goods are superior to those of competitors to establish a trademark in consumers' perceptions. (Keller, 2003). In addition to influencing buyers to decide if a product meets their needs, the perception of the company's reputation may also increase sales. A product with an appealing brand image will therefore be more likely to sell in the future (Arif et al, 2015). The chances of the consumer remembering a brand with top-of-mind awareness increase when they are presented with a product category (Masoom, 2013). Utilizing social media platforms to disseminate content may help businesses leave a lasting impact on their customers (Wijaya, 2013). As part of the research (Keller, 1993; Aaker, 1991), we examine features of products and non-products, benefits of experience, and the strength and originality of brand associations.

2.7 Digital marketing and brand awareness

The growth of online digital platforms for sharing consumer experiences has resulted in the emergence of the rapid growth of online digital platforms for disseminating consumer experiences (Sya'idah, Jauhari, Sugiarti, & Dewandaru, 2019). Organizations must spend in digital communocation to increase brand trust and loyalty to enlarge and stabilize their businesses (Haudi et al., 2022). Digital marketing strives to connect customers and goods through digital media (Sathya, 2015). The usage of digital marketing tools such as social media platforms has helped both companies and customers (Shirisha, 2018). As a result, digital marketing on Facebook, Twitter, Instagram, and YouTube has become extremely prevalent enhancing branding by alerting, reminding, and persuading people about products and services (Isoraite, 2016).

2.8 Building brands through social media

Social media has influenced how businesses and brands engage and interact with customers, particularly millennials (Dabbous &Barakat, 2020). In addition to enhancing consumer reach and participation, social media sites enable organizations to expand their scope, improve trade opportunities by introducing and interacting with their customers, as well as managing their reputation to build brand equity (Kingsnorth, 2016).Various social media platforms provide excellent opportunities to raise brand awareness, engage in brand recognition, and reinforce brand equity (Pratma & Kusumawardhani, 2021).In the future, social media platforms may be used to promote sales, company legitimacy, and consumer/brand engagement (Dwivedi et al.,2021).

Several social media platforms have proven positive for a company's brand awareness, including Facebook, Twitter, Instagram, and YouTube (Rao, 2017). Through different social media platforms, a brand can create dialogue and relationships with customers and increase brand awareness, but only if information is shared with consumers through effective platforms (Salkovska, Batraga & Mezpapa, 2015). Social media communication differs across media channels and influences consumer behaviour in various ways.

To increase product awareness, companies are often advised to provide information about their brands on social sites such as Facebook, Twitter, Instagram, and YouTube (Quitong & Rahman, 2019). Using appealing, creative platforms to deliver relevant content to their market would help South African beauty companies build stronger relationships with their target markets. Many highly successful and globally recognized brands, including Estee Lauder and MAC Cosmetics, utilize social media efficiently (Shen & Bissell, 2013).

Emphasis should be placed on effective use of social media platforms because when choosing brands, customers consider suggestions and ideas from others before making a purchase decision; consequently, information about products must be shared in a manner that increases awareness of the brand (Salkovska et al., 2015). Repeated brand exposure through different online platforms helps increase familiarity with the brand, especially via electronic word of mouth (Haque, Momen, Sultana & Yasmin, 2013). It is practical to utilize several social network forums because customers are at liberty to gather information about brands through different online platforms (Aji, Nadhila & Sanny, 2020).

.

2.8.1 Facebook

Over 2.1 billion people use Facebook as their social networking site where they can keep in touch with friends, share links and videos, and learn more about products and people they meet (Statista, 2015). Users of this platform create profiles in which they post information about themselves, and others can share photos and videos of interest with them (Hughes et al., 2012). On this platform, entities can also generate company profiles. Facebook has become an essential tool for promoting products and services (Haque et al., 2013). Facebook both enables content creation and allows brands to engage with customers (Stokes, 2018).

This platform featured “active users between 18 and 24, and 25-34 years of age” (Statista, 2019 & 2021). Businesses should use Facebook to market and advertise their products as it is so popular with customers (Stokes, 2018). By including amusements, such as games or free music, or utility-driven material, such as product demos, brands can ensure their cognitive association with these sectors (Lin & Rauschnabel, 2016). There are many social networks available today, but Facebook is one of the most popular channels for brands, allowing them to interact with customers and reach out to them (Stokes, 2018). Since the users of this platform tend to assume that the product, company profile, and information they see are credible, reliable, and dependable, information about those brands can be useful when addressing specific markets (ElAydi, 2018).

2.8.2 Twitter

Twitter is a network system for online communication and blogging that was founded in 2006. Posts are confined to 140 characters on this platform and can include links to blogs, images, and videos (Maclean, Jones, Carin-Levy & Hunter, 2013). Through use of tweets, customers and organisations can have intimate and unique understanding about brands (Read et al,2019). Companies may utilize Twitter semantic analysis to acquire quick insight into criticism to their products and immediately respond before the situation worsens. Twitter is a prominent social networking website that focuses on exchanging ideas and information in the form of short remarks known as microblogs (Jansen et al., 2009). Users can follow other

people's updates and are not required to enter personal information (Hughes et al., 2012). Twitter has an edge over other social media platforms in that its members answer quickly.

Twitter can be used to build relationships by engaging users of a brand through posts, shares, and retweets related to the brand (Kingsnorth, 2016). In the electronic word-of-mouth era, this platform is believed to be the largest, best-known, and most active microblogging service (Jansen et al, 2009). Electronic word of mouth (eWOM) via microblogging has an enormous impact on brand equity, so companies need to be involved with this sector for effective brand satisfaction (Jansen et al, 2009).

2.8.3 Instagram

Since its launch in 2010, Instagram has been used by more than 700 million active users (Anagnostopoulos, Parganas, Chadwick & Fenton, 2018; Graham, 2013). According to Khan (2018), it is also the “fastest-growing online picture social web service platform for photo sharing”. Users may use the program to establish an account that can be linked to other accounts. It enables brands to market and raise awareness of their products. Organizations may educate customers about the value of their brand on Instagram by using influencer posts and video adverts. You may edit and take images on this site. The richness of social media content through videos and images has a major effect on a brand's image as this affects viewers' intents to buy the brand's items (Hasim, Shahrin & Wahid, 2020). To reach the right audiences, brands must interact with the relevant communities. Enterprises must pay close attention to the content of their postings as well as how it interacts with different clients (Stokes, 2018). In this study, we study whether the impact of online digital tools on brand equity varies by platform.

2.8.4 YouTube

Videos made and uploaded to YouTube can be shared on any other digital internet platform. Individuals with a computer or mobile device and an internet connection may use YouTube to watch and share videos. Users may create and distribute videos to share their interactions with specific businesses, and these clips have an impact on brand awareness and user behavior (Arantes, Figueiredof & Almedia, 2018). YouTube promotes the process of creating positive experiences for clients through videos, resulting in better levels of brand recognition

(Rossiter, 2014). This popular social media video-sharing site provides users with a diverse choice of material (Arantes, Figueiredo & Almeida, 2018). In addition to posting video, YouTube users may join groups and participate in discussions (Burgess & Green, 2018). The platform allows users to share and post images and videos and browse what others have shared about their brand preferences and tastes (YouTube audience Insight Studies, 2017). Organizations can make use of this online social media platform to increase brand awareness (Aziza & Astuti, 2018).

2.9. Brand associations

Customer associations with specific brands are important in brand selection because they have a significant influence on brand choice (Gordon & James, 2017). Aaker (1991) and Keller (2001) place a strong emphasis on brand awareness and associations, as well as the importance of understanding how customers react to brands. Associating a brand with characteristics, benefits, and attitudes toward a product is what shapes its image in the minds of consumers. An attitude refers to a person's overall approach toward a brand (Keller, 1993). Brand associations shape attitudes in terms of their tenacity, popularity, and uniqueness (Keller, 1993; Aaker, 1991). In their definitions of brand associations, Kim (2005) and Aaker (1991) defined them as associations consumers make between a brand's assets and liabilities. Consumers use brand associations to make purchasing decisions by organizing, analysing, and recalling information (Gordon, James & Yoshida, 2016). Organizations use brand associations to distinguish, position, and extend their brand, as well as to enhance greater attitudes and opinions toward their products (Prasanna & Parida, 2021).

In each of these platforms, consumers and companies can share experiences and memories about products and improve levels of trust in brands (Usman et al., 2012). By linking consumers' emotions to the brand, these trademarks help to create positive attitudes (Kim, 2005). Customers can form brand associations not only through marketing activities, but also through direct personal experience, product information, and word of mouth among users (Keller, 2001).

2.9.1 Product attributes

The functionalities that classify a product or service are known as its attributes. (Keller, 2013). A product attribute is an indication of the product's ability to perform a specific function (Gordon et al., 2016). Brand attributes with an intangible nature are those that are intrinsic to the brand and may be directly related to a product's appearance (Wang & Tang, 2011). The attributes of products are important to consumers when selecting a brand since they affect how products are measured and purchased (Wang & Tang, 2011).

2.9.2 Non-product-related Attributes

The external characteristic of a product is ‘’an aspect that is irrelevant to its purchase or consumption’’ (Keller, 1993). Measures of quality are these aspects. Pricing, labelling, and user visualization are examples of non-product-related qualities (Keller, 2013). To satisfy consumers’ inherent desires for social acceptance and to experience positive emotions, they are intended to fulfil their needs for social approval (Wang & Tang, 2011).

2.9.3 Benefits

The impact of benefits on customers' purchase decisions has been demonstrated by previous research, in that consumers consider buying a product based on its benefits, not its features. Gordon et al. (2016) categorizes benefits into functional, experiential, and symbolic categories. We will examine experiential benefits in this study. Intrinsic values people attach to products and services based on what they think the product can accomplish for them (Keller, 2013).

2.9.4 Experiential benefits

The term "experiential benefits" refers to the satisfaction of buying products that offers sensory pleasure, change, sentimental enhancement, or a combined effect of these, as well as one that fulfils the needs of the user for internal stimulus and wide assortment (Park et al. 1986, cited in Belaid, Mrad, Lacoeuilhe & Petrescu, 2017). As a result, these benefits often satisfy experiences such as sensory enjoyment, variety, and cognitive stimulation (Gordon et

al., 2016). Social media platforms provide an opportunity to share the benefits experienced by customers and convey the emotional benefits of using a particular brand.

2.9.5 Features of brand associations

Keller (1993) proposed a framework for measuring buyer brand connections that includes factors such as "desirability, exclusiveness, and resilience''.The capacity of a brand to persuade consumers that the product has usefulness and character that fits their requirements influences whether they will be positively connected with it (Keller, 1993). The distinctiveness of a brand helps to decrease difficulties while competing with other brands by making the brand considerably different from others (Seehanam, Akkaranggoon & Ungpannsattawung, 2018). The degree of brand worthiness is connected to the favourability of brand associations (Keller, 2001). A distinct brand association is meaningless unless buyers believe it is beneficial. Not all desirable and undesirable connections are created comparable (Keller, 2003). Any intended brand connection is only as effective as the likelihood of customers' ability to recall and affiliating it with the brand (Keller, 1993). The present study will evaluate the Essence beauty product's brand uniqueness and strength to other beauty goods accessible on social media platforms.

2.9.6 Strength of brand associations

Strength refers to how strongly a brand can be identified with a brand association. It is likely to relate to the degree of brand awareness, since it focuses on the identification of existing brands (Keller, 2001; 2003). There is a need to think of platforms that raise brand recognition in a way that distinguishes it from other brands in the same category. The two characteristics that give an association strength are consistency and relevancy (Keller, 2001). The way a brand's image enters and is retained in the consciousness of the customer determines its level of power (Gordon et al., 2016).

2.9.7 Uniqueness of brand associations

The degree to which information recall is related to a specific brand and how distinct a brand is measured by its uniqueness (Keller, 2001). It is measured by a brand's popularity in comparison to other brands (Aaker, 1996). The uniqueness of brand associations can be created by image-related benefits of a brand's product, such as those associated to user type or usage circumstance (Keller, 1993).

2.10 Variables of interest

The social media platforms Facebook, Twitter, Instagram, and YouTube will be used to investigate the link between brand awareness and brand image. Rather than measuring all aspects of brand equity, this study will concentrate on brand awareness and brand image (Keller, 1993). Focus will be on two aspects of associations: uniqueness and strength of linkages, both of which are low-level notions. The types of linkages that will be emphasized on include qualities and advantages (Keller, 1993, 2001).

2.11 Conceptual framework and hypothesis development

The conceptual model that will be used in the current investigation is presented in this part. Aaker's customer-based brand equity model (1993) and Keller's customer-based brand equity model (1993) were both incorporated into the model. Using Facebook, Twitter, Instagram, and YouTube as digital marketing tools, we will explore brand equity. We will investigate brand awareness using social media platforms, as well as the image of a brand that is created through the sharing of attributes, benefits, and associations through various online platforms.

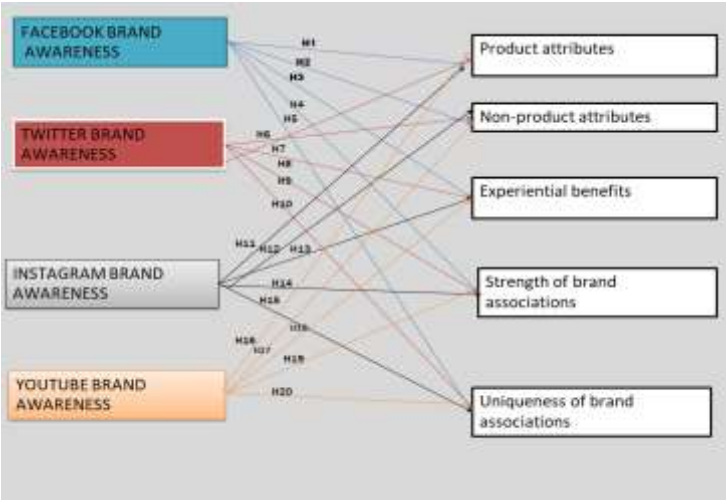


Figure 1: Conceptual framework –social media awareness and brand image

The conceptual framework depicts the relationship between brand awareness and brand image constructs which are attributes, benefits and associations (Keller, 1993). The product and non-product qualities characteristics, experiential appeal, as well as the strength and distinctiveness of brand associations will be the focus of the research (Keller, 1993). The link between brand awareness and brand image will be investigated using social media platforms such as Facebook, Twitter, Instagram, and YouTube.

2.11.1 Facebook brand awareness and product attributes

Facebook has become an integral part of product and service promotion (Haque et al., 2013). Organizations would be well advised to capitalize on the popularity of Facebook and the amount of time many customers spend on Facebook to advertise and market their brands (Stokes, 2018). Relevant information about products can be shared on Facebook to create more awareness of beauty products (Quitong & Rahman, 2019). Awareness of the product's benefits can be shared on Facebook. Given this, the following hypotheses are formulated:

H1: There is a relationship between Facebook brand awareness and product attributes

H0: There is no relationship between Facebook brand awareness and product attributes

2.11.2 Facebook brand awareness and non-product attributes

Facebook is a social media site where word of mouth and imagery shared by individuals play a considerable part in building brand awareness (Aji et al., 2020). Through Facebook awareness, customers will be able to familiarize themselves with the benefits of Essence beauty supplies in terms of cost packaging, and image. On the grounds of this discussion, the following hypotheses are formulated:

H2: There is a relationship between Facebook brand awareness and non-product attributes

H0: There is no relationship between Facebook brand awareness and non-product attributes

2.11.3 Facebook brand awareness and experiential benefits

The use of this platform enables consumers to present themselves by liking brands. Facebook enables content creation and allows brands to engage with customers (Stokes, 2018). Experiential benefits can be accrued from buying a product that brings pleasure to the user

(Belaid, Mrad, Lacoeuilhe & Petrescu, 2017). Customers' experience relating to a specific product can be shared on Facebook to express the emotional benefits gained through using a specific product. Therefore, the following hypotheses are formulated:

H3: There is a relationship between Facebook brand awareness and experiential benefits

H0: There is no relationship between Facebook brand awareness and experiential benefits

2.11.4 Facebook brand awareness and strength of brand associations

Brand associations are ascertained by how a brand is presented to the customer and how it is maintained in their minds (Gordon et al., 2016). Through Facebook, consumers are empowered to share brand experience. This enables brands to create a presence, to connect with consumers, and to reach out to customers (Stokes, 2018). Increased awareness through Facebook can assist in building strong and positive brand associations. Considering the preceding statements, the following hypotheses are presented:

H4: There is a relationship between Facebook brand awareness and the strength of brand associations

H0: There is no relationship between Facebook brand awareness and the strength of brand associations

2.11.5 Facebook brand awareness and uniqueness of brand associations

A brand's uniqueness is derived from how popular it is in comparison to other competitors (Aaker, 1996). Customer perceptions of a brand's uniqueness is what determines its position in the minds of customers (Keller, 1993). Activating brand uniqueness in the mind of the customer creates an image of a brand that is distinctive, thus allowing them to relate to a brand based on previous experience, and such experience can be shared on Facebook. Based on those considerations, the following assumptions are presented:

H5: There is a relationship between Facebook brand awareness and the uniqueness of brand associations

H0: There is no relationship between Facebook brand awareness and the uniqueness of brand associations

2.11.6 Twitter brand awareness and product attributes

The Twitter platform can be used to build relationships by engaging users of a brand through posts, shares, and retweets related to the brand (Kingsnorth, 2016). Product attributes can be discussed by customers using tweets, and this will contribute to their purchasing decision. Information related to the benefits of a specific product can be shared by an organization for easy recognition and recall of the product on Twitter. Information about the performance of the brand, need satisfaction concerning its function, quality, affordability, and popularity, and product ingredients can be shared to create awareness of the benefits of using the brand. The following hypotheses are presented:

H6: There is a relationship between Twitter brand awareness and product attributes

H0: There is no relationship between Twitter brand awareness and product attributes

2.11.7 Twitter brand awareness and non-product attributes

Non-product attributes are concerned with the product's purchase or consumption (Keller, 1993). Since brand awareness is one of the key regions, the microblogging space is one of the primary locations where electronic word of mouth can positively affect a brand's image. Jansen et al. (Jansen et al., 2009). Customers will be able to familiarize themselves with the benefits of Essence beauty products in terms of cost, packaging, and the image that will be achieved through Twitter awareness. As a result, the following possibilities are proposed:

H7: There is a relationship between Twitter brand awareness and non-product attributes

H0: There is no relationship between Twitter brand awareness and non-product attributes

2.11.8 Twitter brand awareness and experiential benefits

Brand followers can interact with an organization and its brand on Twitter. Customers who have used specific products can utilize web links and hashtags to raise awareness of the benefits of using such products. By engaging users of a brand through posts, shares, and retweets connected to the brand, Twitter may be used to establish relationships (Kingsnorth, 2016). Twitter may be an effective social media channel for increasing brand awareness by posting content about the experiential benefits of products. Customers can share their

experiences with a product through posts, shares, and retweets on the Twitter network. The study hypothesizes because of this:

H8: There is a relationship between Twitter brand awareness and experiential benefits

H0: There is no relationship between Twitter brand awareness and experiential benefits

2.11.9 Twitter brand awareness and strength of brand associations

Brand association is strengthened when information is personally relevant and presented consistently. The strength of brand associations is revealed in the ease with which customers recall the product and its benefits (Gordon et al., 2016). Twitter can be used to build relationships by engaging users of a brand through posts, shares, and retweets related to the brand (Kingsnorth, 2016). The more the brand shares content on Twitter, the more likely customers are to identify and remember it. Therefore, the following hypotheses are proposed:

H9: There is a relationship between Twitter brand awareness and the strength of brand associations

H0: There is no relationship between Twitter brand awareness and the strength of brand associations

2.11.10 Twitter brand awareness and uniqueness of brand associations

Anything that entangles in the memory of consumers is referred to as a brand association. In the opinion of customers, brand distinctiveness is a feature of a brand that separates it from its competitors (Keller, 1993). Using Twitter to increase awareness can help businesses avoid competitors stealing their unique position in the marketplace. Customers who express a brand experience on Twitter can have a big impact on their brand perception, hence the following hypotheses.

H10: There is a relationship between Twitter brand awareness and the uniqueness of brand associations

H0: There is no relationship between Twitter brand awareness and the uniqueness of brand associations

2.11.11 Instagram brand awareness and product attributes

Instagram attracted more than 700 million active users within a decade since it was launched in 2010 (Anagnostopoulos, Parganas, Chadwick & Fenton, 2018). Both Instagram and YouTube are media sharing sites where content hugely impacts brand awareness (Aji et al., 2020). Through this platform, awareness can be created regarding the benefits of using a specific beauty product. This can be done through sharing pictures and videos of the visible benefits as well as how the brand performs in terms of its affordability, needs satisfaction, quality, and popularity. This social media platform is effective in creating awareness because images are powerful - they represent real stories and influence emotions. In this way, they assist in building the image of an organization's brand. Considering the above, the following hypotheses are presented:

H11: There is a relationship between Instagram brand awareness and product attributes

H0: There is no relationship between Instagram brand awareness and product attributes

2.11.12 Instagram brand awareness and non-product attributes

This site, according to Khan (2018), is one of the fastest growing online photo social networks, where members post photos from their daily lives with other people. A non-product feature has an impact on a product's consumption or purchase (Keller, 1993). Organizations may stay informed about what customers are saying about the price, product usage, feelings, and experiences with the product by using Instagram (O'Cass & Lim, 2001). Organizations can also use Instagram to post photographs and videos to raise awareness of the product's advantages in terms of price, usage, and prior client experiences. As a result, the following possibilities are proposed:

H12: There is a relationship between Instagram brand awareness and non-product attributes

H0: There is no relationship between Instagram brand awareness and non-product attributes

2.11.13 Instagram brand awareness and experiential benefits

Instagram content has been shown to increase brand awareness significantly (Aji et al., 2020). Information about customers who have used the brand's products and situations where the products are used can be shared amongst different communities, and followers' impressions

of the brand can be shared on Instagram to enhance awareness. This can be done with videos and pictures showing the experience of using a specific brand. Given this potential, the following hypotheses are formulated

H13: There is a relationship between Instagram brand awareness and experiential benefits

H0: There is no relationship between Instagram brand awareness and experiential benefits

2.11.14 Instagram brand awareness and strength of brand associations

The ability to share video and images allows organizations to showcase their brands, which enables brands to build their presence, connect with their customers, and reach out to them (Stokes, 2018). Increased awareness through videos and pictures can assist in building strong and positive brand associations. Given this discussion, the following hypotheses are formulated:

H14: There is a relationship between Instagram brand awareness and the strength of brand associations

H0: There is no relationship between Instagram brand awareness and the strength of brand associations

2.11.15 Instagram brand awareness and uniqueness of brand associations

Customers view brands differently from their competitors depending on their unique qualities (Keller, 1993). Awareness created through Instagram using images and videos of customers who will be discussing the exceptionality of a brand can assist organizations to attain this unique position. The following hypotheses are formulated:

H15: There is a relationship between Instagram brand awareness and the uniqueness of brand associations

H0: There is no relationship between Instagram brand awareness and the uniqueness of brand associations

2.11.16 YouTube brand awareness and product attributes

In addition to social media video-sharing platforms, YouTube is a platform that can be used to create awareness of a brand or product. Companies use YouTube to engage with customers who may upload videos describing the benefits of using a product (Keller, 1993). Information related to the benefits of a specific product can be shared by an organization on the YouTube platform for easy recognition and recall of the product. Considering these observations, the following hypotheses are presented:

H16: There is a relationship between YouTube brand awareness and product attributes

H0: There is no relationship between YouTube brand awareness and product attributes

2.11.17 YouTube brand awareness and non-product attributes

YouTube facilitates the process of establishing memory and creating higher levels of brand awareness (Rossiter, 2014). Through YouTube, organizations can remain in connection with what the customers say about the price, product usage, and experiences with the product as well as their feelings about the product (O'Cass & Lim, 2001). YouTube has been found effective in its ability to display entertainment content and increase trust in the brand through content shared (Febriyantoro & Wright, 2020). For these reasons, the study formulates the following hypotheses:

H17: There is a relationship between YouTube brand awareness and non-product attributes

H0: There is no relationship between YouTube brand awareness and non-product attributes

2.11.18 YouTube brand awareness and experiential benefits

This platform allows users to share and post images and videos and to browse what others have shared about their brand preferences and tastes (YouTube audience Insight Studies, 2017). The self-esteem experienced when using a specific product can be shared using videos and images. Therefore, the following can be hypothesized:

H18: There is a relationship between YouTube brand awareness and experiential benefits

H0: There is no relationship between YouTube brand awareness and experiential benefits

2.11.19 YouTube brand awareness and strength of brand associations

Brand awareness should be enhanced through platforms that set a brand apart from others in its category. The degree to which a brand's reputation is upheld in the customer's mind influences the degree brand awareness (Gordon et al., 2016). Customers may form strong brand associations when they recall the product and its benefits and associate them with the brand in their memories thanks to YouTube

H19: There is a relationship between YouTube brand awareness and the strength of brand associations

H0: There is no relationship between YouTube brand awareness and the strength of brand associations

2.11.20 YouTube brand awareness and uniqueness of brand associations

This platform can contribute to the uniqueness of brand associations if users share and post images and videos relating to the inimitability of the brand. When outstanding experiences with a brand are highlighted, it can have a huge impact on brand awareness. As a result, the following hypotheses must be put to the test:

H20: There is a relationship between YouTube brand awareness and the uniqueness of brand associations

H0: There is no relationship between YouTube brand awareness and the uniqueness of brand associations

2.12 Conclusion

To enhance the visibility of their brands and image, organizations must have a comprehensive understanding of how various social media sites perform. Scholars recognize that social networking sites such as Facebook, Twitter, Instagram, and YouTube can be employed as a strategy to increase sales through brand awareness and a positive perception of a company. In the next chapter, the methodology for this study will be discussed.

Chapter 3 Research Methodology

The methods and techniques used to collect data will be discussed in this chapter. Using the research questions, we determined which research instrument to use for gathering data, as well as the procedures to be followed when collecting, analysing, and interpreting data. To demonstrate the relationship between social media sites (Facebook, Twitter, Instagram, and YouTube) and brand awareness and brand image, we will use a quantitative research methodology.

As an online survey tool, the study used a self-administered questionnaire. Using the acquired data, we will quantify the link between the independent and dependent variables. The focus of the research will be on brand awareness and brand image through social media platforms. The current chapter will also outline the main agenda for the study by defining and discussing the research paradigm, research design as well as procedures, and limitations.

3.1 Research Paradigm

Researchers employ paradigms or research strategies to help them understand and address problems. A paradigm is a method for testing theories by analysing relationships between variables (Saunders, Lewis & Thornhill, 2016). It can also be defined as a set of assumptions about realities, epistemologies, and methods that is an analysis of all methods and procedures (Rehman & Alharthi, 2016). This study employs a positivist, empirical quantitative research paradigm. Positivist research generates numerical data as part of the process of measuring, controlling, predicting, and adding causality (Rehman & Alharthi, 2016). Positive research is regarded as high-quality if it possesses internal, external, and reliability validity (Rehman & Alharthi, 2016).

According to positivism's epistemological stance, a researcher is an objective observer who examines phenomena independent of himself/herself because they do not influence or disturb the events that will occur (Rehman & Alharthi, 2016). The approach to data analysis is deductive in the sense that experimentation is based on a hypothesis that can be confirmed or refuted based on the study's outcomes. Logical positivism emphasizes the measurement and analysis of relationships (Kivunja & Kuyini, 2017; Golafshani, 2003), and information is represented by numbers that can be quantified and summarized (Golafshani, 2003). The

survey will be conducted using a self-administered questionnaire, which is the most frequent survey method (Kabir, 2016).

3.2 Research Design

Researchers use a research design to obtain answers to the research questions that guide their study (Pilot & Hungler, 1999; Saunders, Lewis & Thornhill, 2016). Depending on the theoretical framework and research questions, Wagner, Kawulich, and Garner (2012) outlines a research design as how the researcher intends to conduct the study. Pilot and Hungler (1999) noted that the mission of a study design is to assist the researcher in conveying reliable results. This research adopted a quantitative research approach to test ideas, establish facts, demonstrate correlations between variables, and forecast results (Weinreich, 2009).By choosing this method, the researcher assumes variables can be identified and measured, and that the researcher will not be a part of the primary instrument. The link between the study variables, or how they affect each other, will be explored in depth using a self-administered online survey approach (Kabir, 2016). To collect quantitative data, it is necessary to ask questions that enable you to present the data as numbers (Male, 2016).

3.3 Population and sample

3.3.1 Population

In statistics, a population refers to a collection of units sharing similar characteristics from which a sample is drawn (Bryman, 2012; Saunders, Lewis & Thornhill, 2000). Researchers seek information from targeted groups so that they may draw conclusions about a phenomenon, as defined by Creswell (2014). Students studying at the University of the Witwatersrand in 2021 make up the study's population.

3.3.2 Sample and sampling technique

Taking a sample from a population is known as sampling (Alvi, 2016). A sample, as defined by Creswell (2012), is a subset of the target population that a researcher attempts to measure, the results of which can be extended to the complete target population. This research will employ a convenient sampling method, which is a non-probability sampling procedure. The researcher cannot determine in advance the size of the sample using this sampling method due to a lack of knowledge about the population where the sample will be taken. The study members were selected because of their willingness to participate. Male and female respondents studying at the University of the Witwatersrand and falling into the 19 -25 and 26-35 age groups, as well as those over 35, comprised the sample.

The choice of sampling technique ensured that selected participants are users of digital marketing tools and made the collection of data more efficient and rapid. Sampling was focused on students' availability during the time of study and their willingness to participate in the study. The study involved 276 participants.

3.4 Research instrument

A research instrument, also known as a research tool, is a device used to gather information for the research (Kumar, 2011). Data was collected via an online questionnaire that participants filled out themselves. According to Roupa and Rani (2017), a questionnaire is a set of printed questions that respondents must complete to provide feedback on their attitudes, experiences, or opinions. The survey contained closed-ended questions in which the participant had to choose one option from a list of possibilities (Kabir, 2016).The questionnaire used a Likert scale 1 to 5 from strongly disagree to strongly agree, measuring the relationship between social media (Facebook, Twitter, Instagram &YouTube) and brand equity comprising brand awareness, which is determined by recognition and recalling the brand, as well as brand image, which will be determined by the types and features of brand associations (Saunders et al., 2016). This method was considered because data will be collected in a standardized way which makes data consistent.

Kabir (2016) further points out that a quantitative approach using closed-ended questions is cost effective as well as standardized. It allows for easy comparisons of the research

outcomes, which are always conclusive since the questions are designed to create data that is easy to quantify. A further benefit of this method of collecting data is that there is no bias from the researcher since the questions will be answered during their absence. Four sections of the questionnaire cover various topics. The first covers demographics, and the second covers social media use, the third addresses brand awareness, and the fourth addresses brand image.

3.4.1 Pilot study

Pilot research was conducted in 2020 to improve the quality of the main study. This was done prior to the start of the initial data collection for the entire study. During the pilot test, it was determined whether respondents correctly understood the wording used in the questions. Of the 30 pilot study respondents who received the questionnaire through electronic mail, 25 indicated that they understood all questions while five respondents requested clarity regarding the brand and strength of associations.

3.5 Procedure for data collection

The process of obtaining information and assessing key variables in a definite and comprehensive way that allows participants to respond to research questions and researchers to test hypotheses and evaluate results while maintaining confidentiality is known as data collection (Kabir, 2016, p. 202). The explanation of the data collection technique should include how respondents will be protected and how permission to record interviews and take notes will be sought from respondents. The purpose of data collecting, according to Kubit (2016), is to collect high-quality evidence that can be applied to analysis and interpretation and allows the researcher to come up with compelling and convincing responses to the research questions.

The questionnaire was distributed by the university's Department of Information and Communication Technologies, which sent participants an email with a link to the study tool. The measurement apparatus, which may be found in Appendix A, was adapted from prior studies with minor modifications to meet the current investigation. The survey contained closed-ended questions in which the participant had to choose one option from a list of

possibilities (Kabir, 2016).The questionnaire used a Likert scale 1 to 5 from strongly disagree to strongly agree, measuring the relationship between social media (Facebook, Twitter, Instagram &YouTube) and brand equity comprising brand awareness, which is determined by recognition and recalling the brand, as well as brand image, which will be determined by the types and features of brand associations (Saunders et al., 2016). This method was considered because data will be collected in a standardized way which makes data consistent.

The original research publication on which the questions were based is referenced in each section of the questionnaire. Within a month, the procedure was completed.

3.6 Data processing, analysis, and interpretation

The process of transforming raw data into useful information is known as data processing. Data analysis is evaluating acquired data to draw findings that are relevant to the study topics (Babbie, 2013). Different research approaches can be implemented using computer software, according to Neuman (2014), and the software depends entirely on the researcher's desire and the intricacy of the data. Depending on the questions asked, different types of software can categorize data into different topics.

Data for this study will be coded, entered into a spreadsheet by converting results from the questionnaire to a format that is compatible with the computer program, and cleaned as part of the analysis process. This will be done using the SPSS software (IBM Corp, 2020) to establish the correlation and regression of the variables. Data collected was first captured into Excel (Microsoft Corporation, 2018) and then exported into SPSS. Tables were generated outlining the results of the variables coded in the questionnaire.

3.7 Limitations of the study

- Participants will be limited to students who are studying at the University of Witwatersrand only.

- Data from University of Witwatersrand students as a sample of social media platform users might not be generalizable to all users.

- The study does not include all students in South Africa from different provinces.

3.8 Validity and reliability

According to these criteria, the validity, trustworthiness, and credibility of the research findings are evaluated (Bryman, 2012).

3.8.1 Validity

A questionnaire's validity refers to its ability to assess the things it was designed to measure (Roopa & Rani, 2017). Validity is subdivided into external and internal validity (Roopa & Rani, 2017). As stated by Rehman and Alharthi (2016), internal validity is reached when the outcome proves that it is the independent variable that impacts the dependent variable. External validity relates to how applicable the findings are to different persons, settings, and treatments. If results are generalizable, external validity will be confirmed (Male, 2016). Internal validity can be assessed based on construct validity which measures the hypothetical concepts against the research questions (Creswell, 2013).

3.8.2 Reliability

Roopa and Rani (2017) defined reliability as relating to the consistency of a measure. If results can be reproduced using the same methodology, the research instrument is reliable (Golafshani, 2003; Rehman & Alharthi, 2016).

3.9 Ethical considerations

Prior to undertaking the study, the researcher obtained the approval of the Ethics Committee at the University of the Witwatersrand and agreed to adhere to the principles research code of conduct before undertaking the study. Informed consent had to be shared with participants and written in a language that could be interpreted by the participants. Participants were advised on the email that agreeing to participate in the survey would be considered as consent. Researcher informed participants that they would not be forced to participate in the survey and that they could withdraw should they wish.

3.10 Conclusion

The research method and methodology that were suited for this investigation were explained in this chapter. An online questionnaire was used as the research instrument, which was adapted from previous investigations. There were also limitations and ethical problems discussed.

4 CHAPTER 4: RESULTS

The results of the survey are presented and interpreted in this chapter. University of Witwatersrand students responded to the survey. As indicated in Appendix A, permission to use students as participants was obtained.

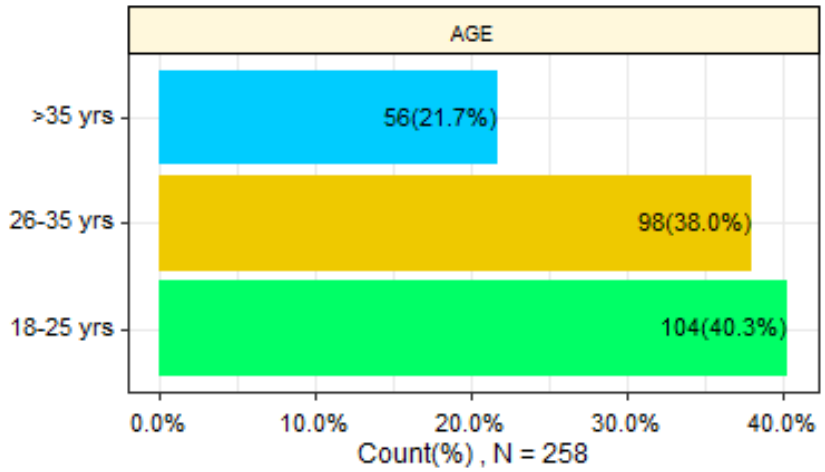
4.1 Data Screening

The total number of respondents was initially 276; however, 13 responses were discarded due to incomplete information. There were a total of 263 samples that could be assessed. In the case of missing responses that occurred at random, the average for the variable in question was substituted for the missing data (Field, 2013). SPSS software was used to analyse the responses collected. Tables and graphs were used to summarize responses to the research hypotheses.

4.2 RESPONDENT CHARACTERISTICS

4.2.1 Age

The results presented in Figure 2 show that 40% of the respondents were 18 to 25 years old, 38% were 26 to 35 years old, and the other 21.7% were 35 years and older.



Age: freq diff p-values		56	98
	98	0.001	-
	104	<0.001	0.673

Figure 2: Age of respondents

4.2.2 Gender

Figure 3 shows the gender distribution of the respondents. Most of the respondents were female 175 (68%), while the other 83(32%) were male. No other gender identities were indicated.

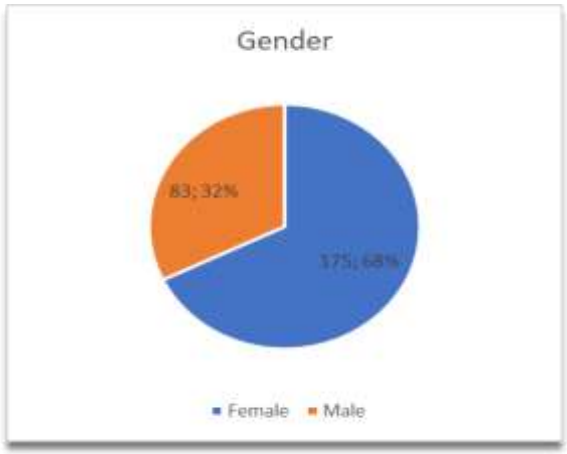
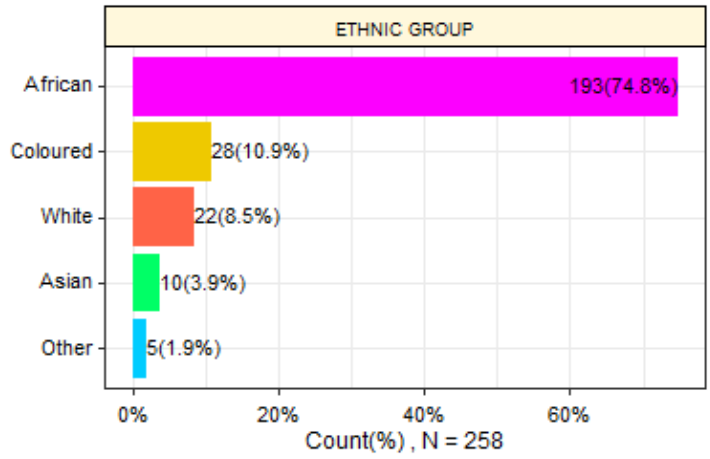


Figure 3: Gender of respondents

4.2.3 Ethnic group

Of the 258 participants, 74.8% were African, 10% were people of colour, (8.5%) and white, while 3.9% were Asian and 1.9% reported belonging to another ethnic group. The results are shown in Figure 4.

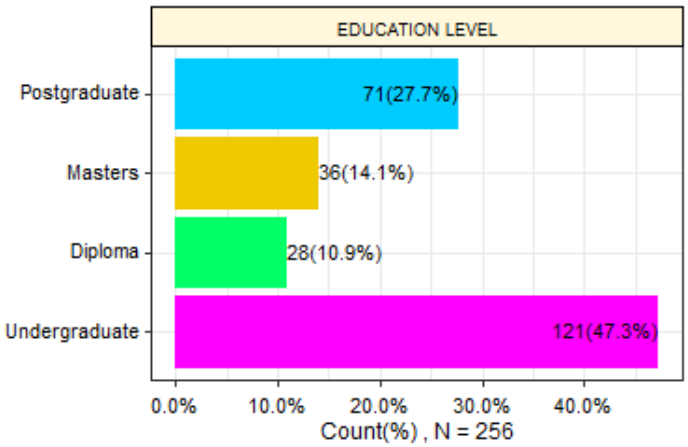


Ethnic group: freq diff p-values	5	10	22	28
10	0.219	-	-	-
22	0.002	0.042	-	-
28	<0.001	0.005	0.396	-
193	<0.001	<0.001	<0.001	<0.001

Figure 4: Ethnic Group

4.2.4 Education level

The results presented in Figure 5 show that the sample had the highest number of undergraduate students (47,3%), while 27,7% were post-graduate students, 14.1% had obtained Masters degrees, and 10.9% had a diploma.

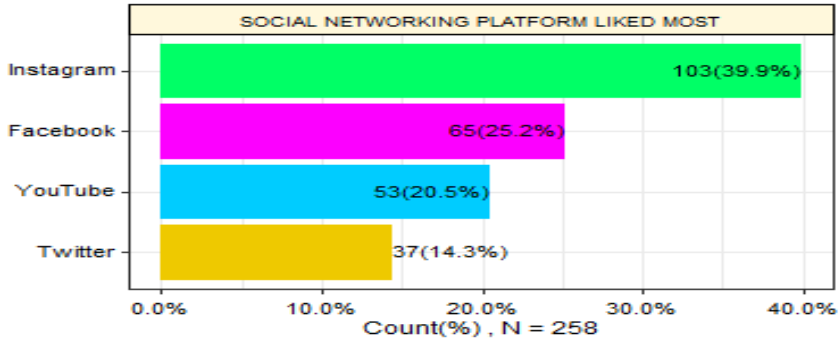


Education level: freq diff p-values	28	36	71
36	0.317	-	-
71	<0.001	<0.001	-
121	<0.001	<0.001	<0.001

Figure 5: Education level

4.2.4 Most Used Social Networking Platform

The data showed that Instagram (39.9%) was the most frequently used social networking platform, followed by Facebook (25.2%), YouTube (20.5%), and Twitter (14.3%). The results are shown in Figure 6.

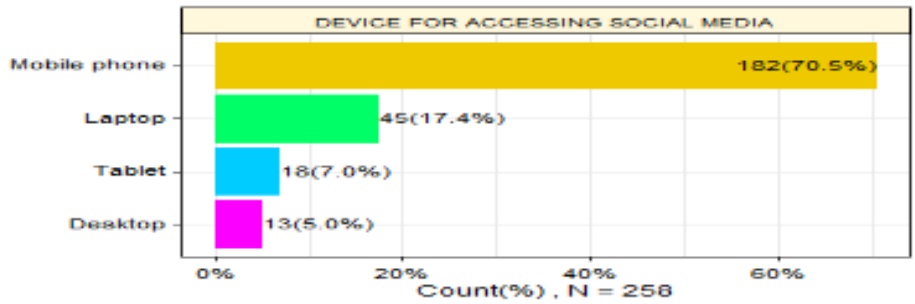


Social networking platform liked most: freq diff p-values	37	53	65
53	0.110	-	-
65	0.008	0.269	-
103	<0.001	<0.001	0.007

Figure 6: Most used social networking platform

4.2.6 Device used to access social media

Most respondents (70.5%) used their cell phones to access social media. Other devices used were laptops (17.4%), tablets (7%), and PC (desktop computers) (5%). The results are shown in Figure 6.

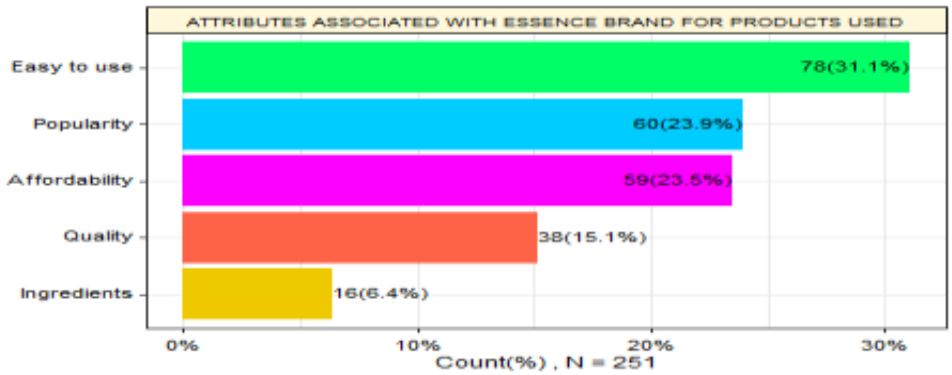


Device for accessing social media: freq diff p-values	13	18	45
18	0.369	-	-
45	<0.001	<0.001	-
182	<0.001	<0.001	<0.001

Figure 7: Electronic devices used by respondents

4.2.7 Attributes associated with Essence brand for products used

The Essence brand of skincare products was used as example to test the research hypotheses. It can be noted from Figure 7 that *easy to use* (31.1%) was the attribute that is most associated



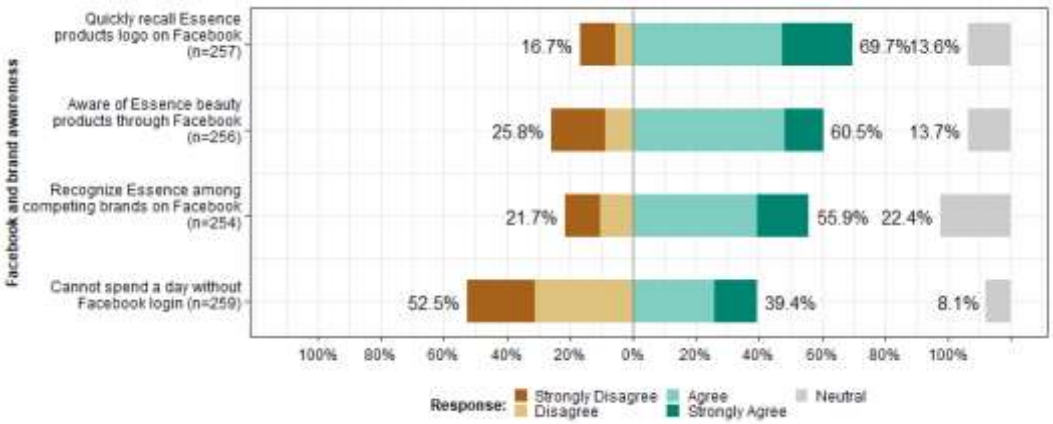
with the Essence brand. This was followed by *popularity* (23.9%) and *affordability* (23,5%), while *quality* (15.1%), and *ingredients* (6.4%) seemed to be less appreciated attributes.

Attributes associated with Essence brand for products used: freq diff p-values	16	38	59	60
38	0.006	-	-	-
59	<0.001	0.047	-	-
60	<0.001	0.044	0.927	-
78	<0.001	<0.001	0.131	0.139

Figure 8: Attributes associated with Essence brand for products used

In the ensuing sections, data will be represented by means of figures and the associated tabular version. The implications of these data will be discussed in section 4.13 (Hypothesis testing using SEM).

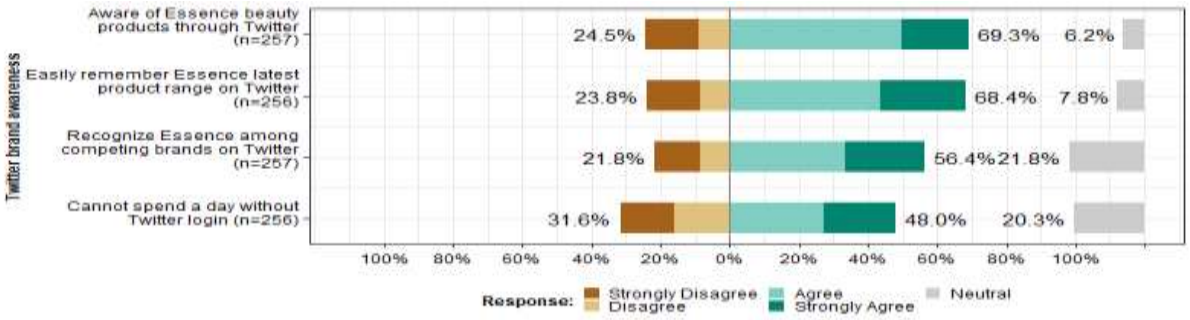
4.3 Facebook brand awareness



Items	Mean	Item-rest correlation	Alpha-if-deleted
Cannot spend a day without a Facebook login	2.814	0.524	0.885
Aware of Essence beauty products through Facebook	3.308	0.743	0.788
Recognize Essence among competing brands on Facebook	3.391	0.776	0.776
Quickly recall Essence products logo on Facebook	3.636	0.748	0.787
Overall	3.288	-	0.851

Figure 9. Facebook brand awareness.

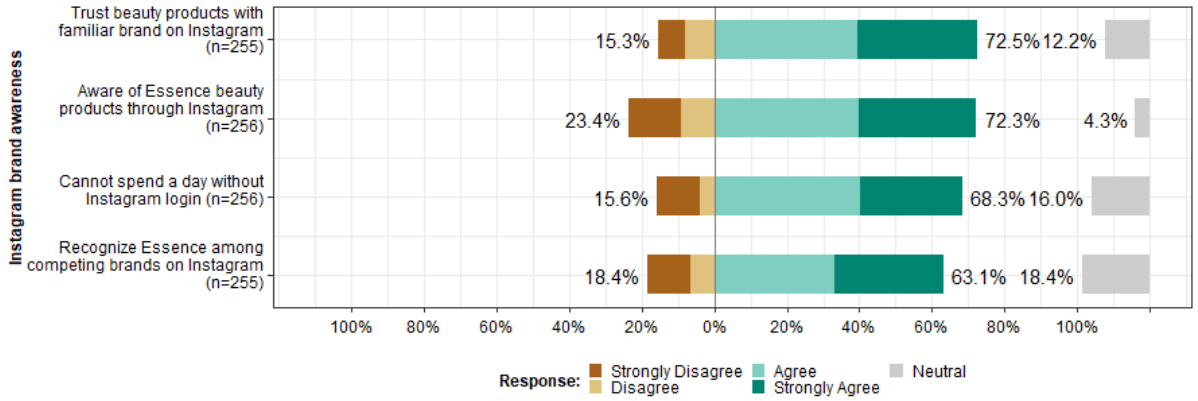
4.4 Twitter brand awareness



Items	Mean	Item-rest correlation	Alpha-if-deleted
Cannot spend a day without a Twitter login	3.208	0.711	0.927
Aware of Essence beauty products through Twitter	3.490	0.871	0.872
Recognize Essence among competing brands on Twitter	3.443	0.791	0.900
Easily remember Essence latest product range on Twitter	3.545	0.876	0.870
Overall	3.422	-	0.917

Figure 10. Twitter brand awareness

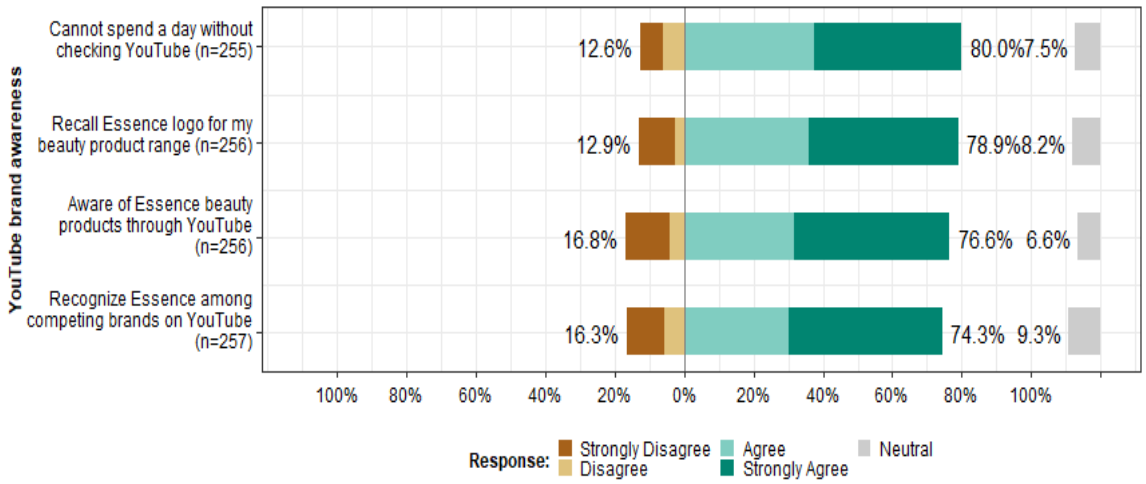
4.5 Instagram brand awareness



Items	Mean	Item-rest correlation	Alpha-if-deleted
Cannot spend a day without an Instagram login	3.687	0.644	0.886
Aware of Essence beauty products through Instagram	3.687	0.808	0.824
Recognize Essence among competing brands on Instagram	3.619	0.785	0.833
Trust beauty products with the familiar brands on Instagram	3.829	0.750	0.848
Overall	3.705	-	0.882

Figure 11. Instagram brand awareness.

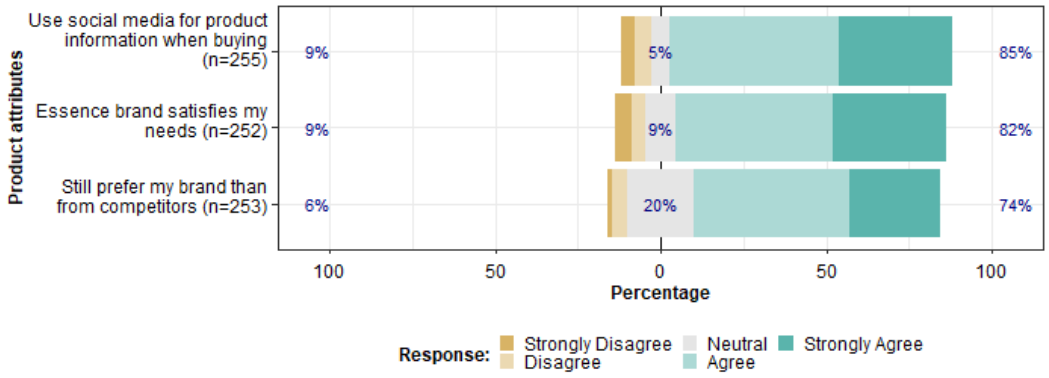
4.6 YouTube brand awareness



Items	Mean	Item-rest correlation	Alpha-if-deleted
Cannot spend a day without checking YouTube	4.040	0.547	0.934
Aware of Essence beauty products through YouTube	3.925	0.860	0.825
Recognize Essence among competing brands on YouTube	3.917	0.863	0.824
Recall Essence logo for my beauty product range	3.980	0.807	0.847
Overall	3.965	-	0.894

Figure 12. YouTube brand awareness

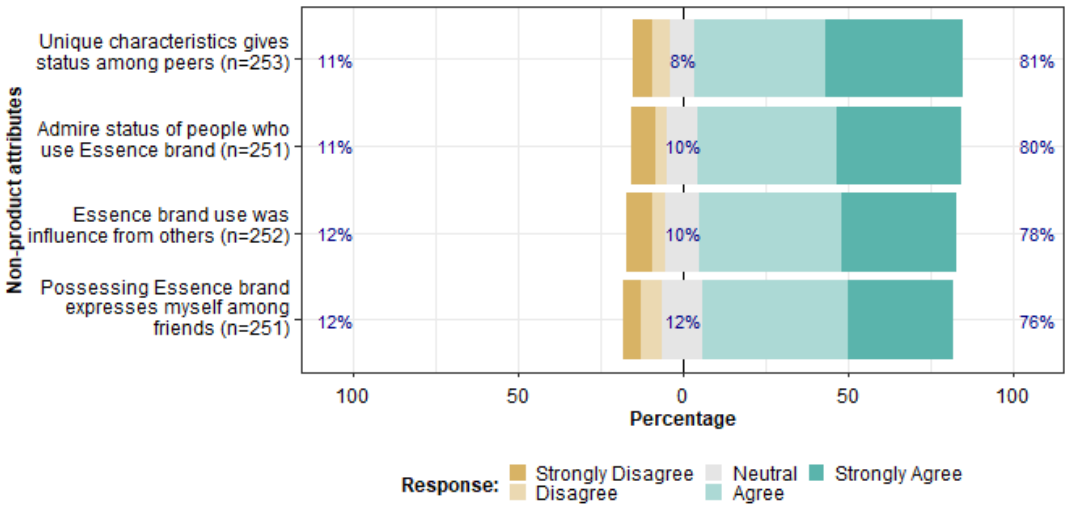
4.7 Product attributes



Items	Mean	Item-rest correlation	Alpha-if-deleted
Use social media for product information when buying	4.072	0.571	0.600
Essence brand satisfies my needs	4.020	0.682	0.446
Still prefer my brand than from competitors	3.940	0.400	0.787
Overall	4.011	-	0.722

Figure 13. Product attributes

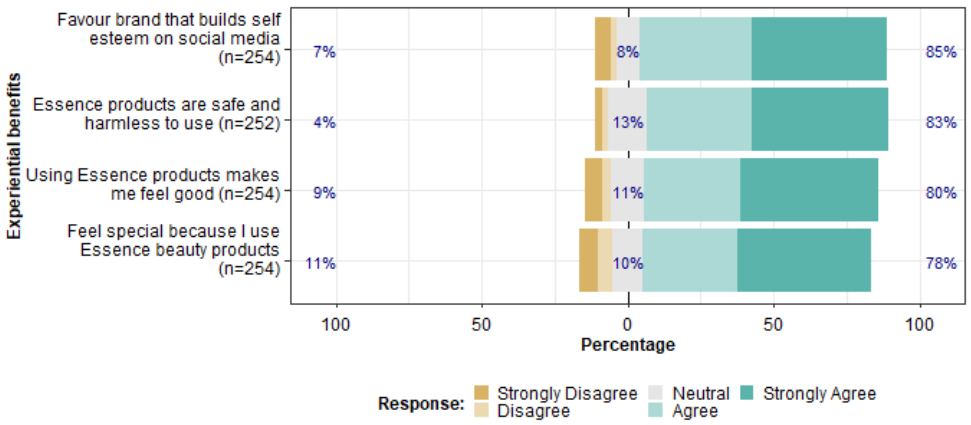
4.8 Non-product attributes



Items	Mean	Item-rest correlation	Alpha-if-deleted
Possessing Essence brand expresses me among friends	3.908	0.807	0.866
Essence brand use was influenced by others	3.924	0.773	0.878
Admire the status of people who use the Essence brand	3.996	0.829	0.857
Unique characteristics give status among peers	4.076	0.722	0.895
Overall	3.976	-	0.903

Figure 14. Non-product attributes

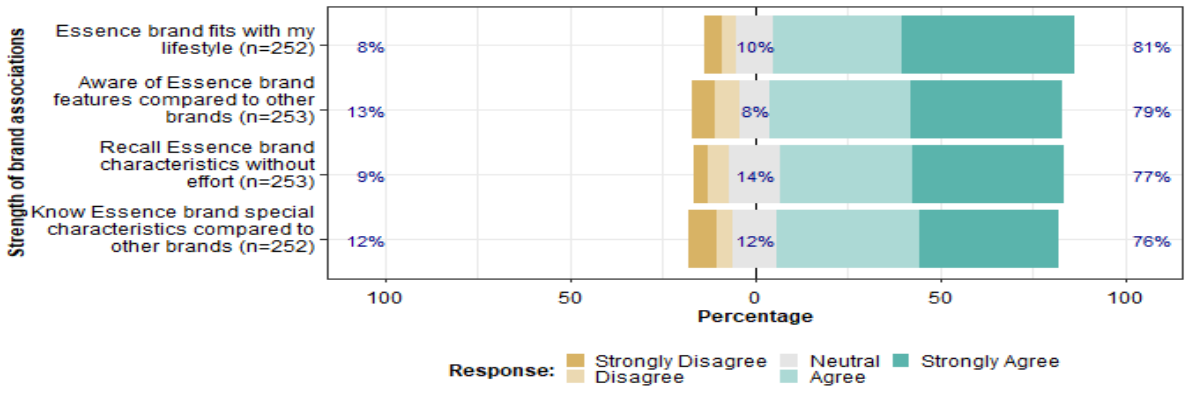
4.9 Experiential benefits



Items	Mean	Item-rest correlation	Alpha-if-deleted
Favor brand that builds self-esteem on social media	4.190	0.736	0.927
Feel special because I use Essence beauty products	4.060	0.902	0.872
Using Essence products makes me feel good	4.135	0.887	0.877
Essence products are safe and harmless to use	4.222	0.779	0.915
Overall	4.152	-	0.923

Figure 15. Experiential attributes

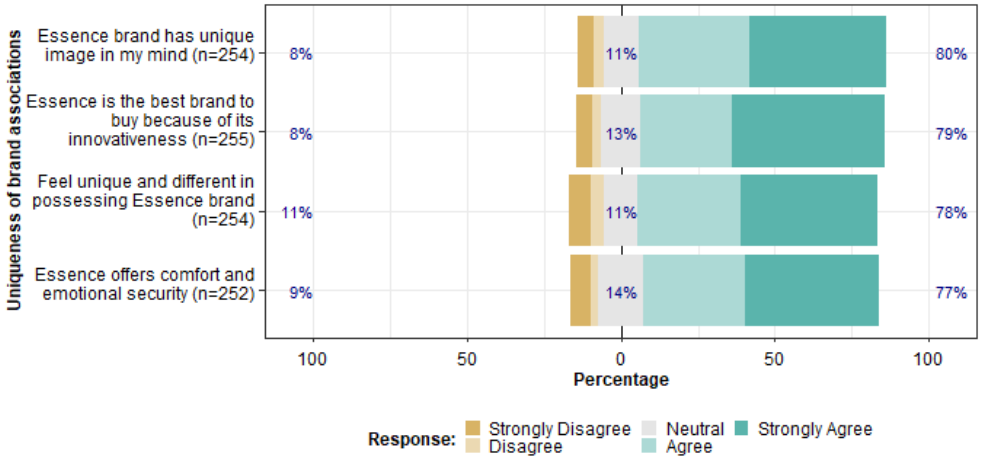
4.10 Strength of brand associations



Items	Mean	Item-rest correlation	Alpha-if-deleted
Recall Essence brand characteristics without effort	4.052	0.740	0.906
Aware of Essence brand features compared to other brands	4.028	0.768	0.897
Know Essence brand special characteristics compared to other brands	3.940	0.859	0.864
Essence brand fits with my lifestyle	4.141	0.836	0.874
Overall	4.040	-	0.912

Figure 16. Strength of brand associations

4.11 Uniqueness of brand associations



Items	Mean	Item-rest correlation	Alpha-if-deleted
Essence offers comfort and emotional security	4.044	0.851	0.939
Feel unique and different in possessing Essence brand	4.040	0.891	0.927
Essence brand has a unique image in my mind	4.115	0.885	0.929
Essence is the best brand to buy because of its innovativeness	4.163	0.872	0.932
Overall	4.090	-	0.948

Figure 17. Uniqueness of brand associations

4.12 Validity and Reliability

A confirmatory factor analysis using IBM Amos version 21 evaluated the constructs validity and reliability.

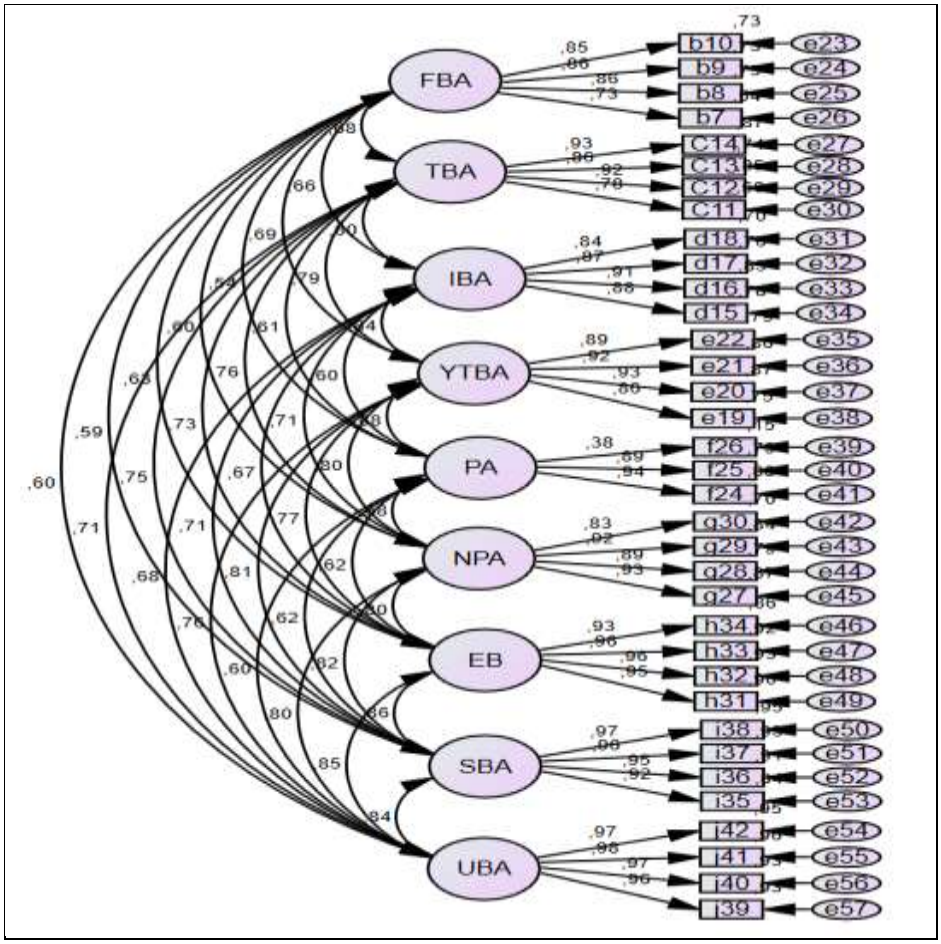


Figure 18: Hypothesised CFA Model (before Pruning)

b8 = Aware of Essence beauty products through Facebook
b9 = Recognize Essence among competing brands on Facebook
b10 = Quickly recall Essence products logo on Facebook
c11 = Cannot spend a day without Twitter login
c12 = Aware of Essence beauty products through Twitter
c13 = Recognize Essence among competing brands on Twitter
c14 = Easily remember Essence latest product range on Twitter
d15 = Cannot spend a day without Instagram login
d16 = Aware of Essence beauty products through Instagram
d17 = Recognize Essence among competing brands on Instagram
d18 = Trust beauty products with familiar brand on Instagram
e19 = Cannot spend a day without checking YouTube
e20 = Aware of Essence beauty products through YouTube
e21 = Recognize Essence among competing brands on YouTube
e22 = Recall Essence logo for my beauty product range
f24 = Use social media for product information when buying
f25 = Essence brand satisfies my needs
f26 = Still prefer my brand than from competitors
g27 = Possessing Essence brand expresses myself among friends
g28 = Essence brand use was influence from others
g29 = Admire status of people who use Essence brand
g30 = Unique characteristics gives status among peers
h31 = Favour brand that builds self-esteem on social media
h32 = Feel special because I use Essence beauty products
h33 = Using Essence products makes me feel good
h34 = Essence products are safe and harmless to use
i35 = Recall Essence brand characteristics without effort
i36 = Aware of Essence brand features compared to other brands
i37 = Know Essence brand special characteristics compared to other brands
i38 = Essence brand fits with my lifestyle
j39 = Essence offers comfort and emotional security
j40 = Feel unique and different in possessing Essence brand
j41 = Essence brand has unique image in my mind
j42 = Essence is the best brand to buy because of its innovativeness

The standardized regression weights shown on the model represent the factor loadings. The results revealed that item f26 (Still prefer my brand to brands of competitors) had a very low

factor loading (0.38). Items with low factor load capacity were discarded using a cut-off of not less than 0.6. After removing f26, the entire construct PA also had to be removed as it had less than 3 items. The final model after pruning is illustrated in Figure 19.

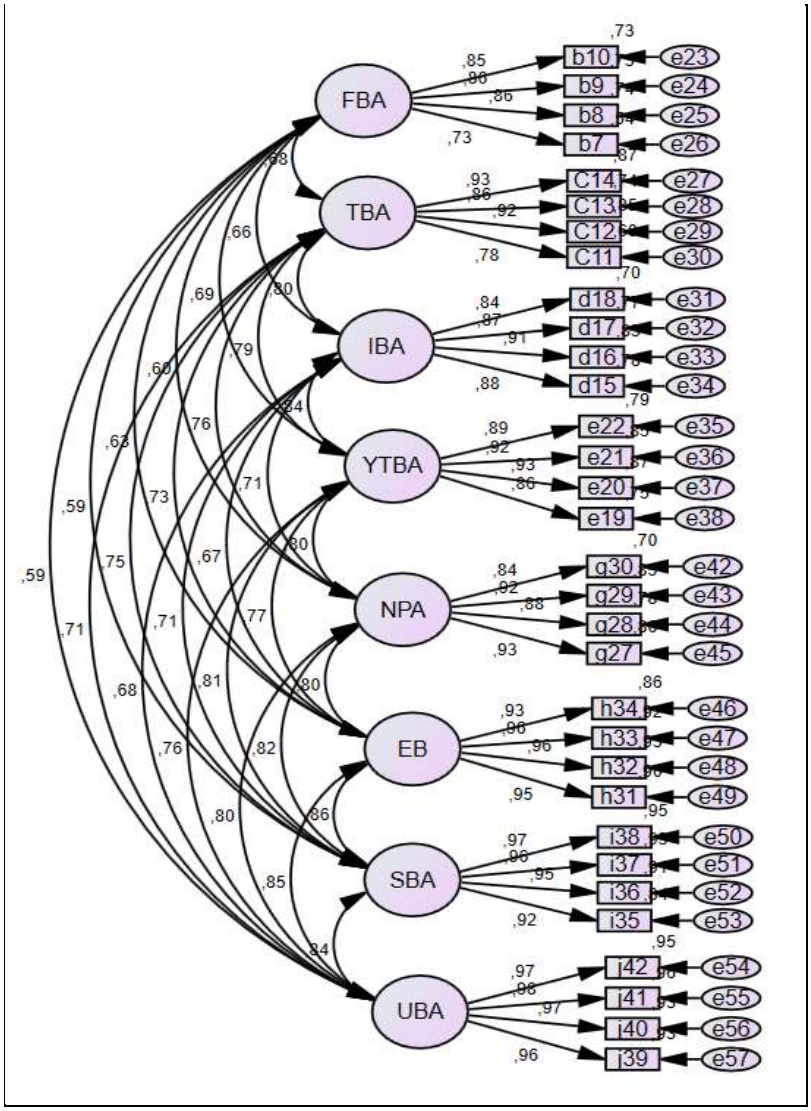


Figure 19: Final CFA Model after pruning

As a result of the pruning procedure, factor loadings, composite reliability scores (CR), and Cronbach's alpha values (*) are summarized in Table 1.

Table 1: Final Construct Composition

Items		Factor Loading	CR	α	AVE
Facebook Brand Awareness (FBA)			,897	,894	,686
b7	Q7. I cannot spend a day without logging into Facebook	,856			
b8	Q8. I was made aware of Essence beauty products through Facebook	,861			
b9	Q9. I can recognize Essence brand among other competing brands shared on Facebook	,734			
b10	Q10. I can quickly recall the Essence beauty products logo on Facebook	,854			
Twitter Brand Awareness (TBA)			,929	,929	,767
C11	Q11. I cannot spend a day without logging into Twitter	,776			
C12	Q12. Twitter made me aware of Essence beauty products	,924			
C13	Q13. I can recognize Essence brand among competing brands for beauty products on Twitter	,861			
C14	Q14. I can easily remember information about Essence latest beauty product range on Twitter	,933			
Instagram Brand Awareness (IBA)			,930	,930	,769
d15	Q15. I cannot spend a day without logging into Instagram	,882			
d16	Q16. I became aware of Essence beauty products through Instagram	,911			
d17	Q17. I can easily recognize Essence brand among other competing brands for beauty products on Instagram	,875			
d18	Q18. I trust beauty products with the brand that is familiar on Instagram	,837			
YouTube Brand Awareness (YTBA)			,946	,945	,816
e19	Q19. I cannot spend a day without checking YouTube	,864			
e20	Q20. I become aware of Essence beauty products through videos on YouTube	,932			
e21	Q21. I can recognize Essence brand among other competing brands for beauty products on YouTube	,924			
e22	Q22. I can recall the symbol or logo of Essence brand for my beauty range of products	,891			
Non-product attributes (NPA)			,941	,940	,800

g27	Q27. Possessing Essence brand range of products is a means of expressing myself among my friends	,930			
g28	Q28. I use Essence brand because of what others say about its quality and results after using the products	,884			
g29	Q29. I admire the status of people who use a range of Essence brand beauty products that I use	,923			
g30	Q30. I like a beauty product brand with unique characteristics and gives me status among my peers	,837			
Experiential Benefits (EB)			,974	,973	,903
h31	Q31. I favor a brand that builds my self-esteem especially when sharing information on social media	,951			
h32	Q32. I feel special because I use Essence beauty products	,963			
h33	Q33. Using Essence products makes me feel good	,959			
h34	Q34. Essence beauty products are safe and harmless to use	,927			
Strength of Brand Association (SBA)			,975	,974	,906
i35	Q35. I can recall the characteristics of Essence brand without effort	,919			
i36	Q36. I am aware of the features of Essence brand compared to other brands	,953			
i37	Q37. I know the characteristics of Essence brand that makes it special compared to other brands	,962			
i38	Q38. Essence brand fits with my lifestyle	,972			
The uniqueness of Brand Associations (UBA)			,985	,985	,942
j39	Q39. Essence range of beauty offers me comfort and emotional security among my contacts on social media	,962			
j40	Q40. Possessing Essence brand makes me feel unique and different from others because it is different from other brands	,965			
j41	Q41. Essence brand has a unique image in my mind compared to other competing brands	,982			
j42	Q42. Essence is the best brand to buy because of its innovativeness in beauty products	,974			

Below is Table 2 which summarizes the model fit indexes for CFA

Table 2: Model Fit Indices

Absolute Fit Indexes	Acceptable Value	Value	Outcome
GFI	>0.9	0.813	Slightly below the acceptable range
RSME	RSMEA<0.08	0.067	Acceptable
NFI	>0.9	0.921	Acceptable
NNFI (TLI)	>0.9	0.950	Acceptable
CFI	>0.9	0.956	Acceptable
CMIN /DF	< 5	2.145	Acceptable

Using the model fit indices, we found that the RSME, NFI, NNFI (TLI), and CFI indices were all in a good range. There were slight differences between the AGFI and AGFI. Because most of the indices were met by the model, it fit the data well. A further pruning of the model had no significant effect on the indices. There are less stringent goodness of fit indices that can be used if GFIs are required to be > 0.8 (Ishiyaku, Kasim, and Harir, 2017), which this model meets.

Table 12 summarizes the validity and reliability results.

Table 3: Reliability and validity

	CR	AVE	MSV	MaxR(H)
UBA	0.985	0.942	0.717	0.986
FBA	0.897	0.686	0.476	0.904
TBA	0.929	0.767	0.637	0.944
IBA	0.930	0.769	0.699	0.933
YTBA	0.946	0.816	0.699	0.951
NPA	0.941	0.800	0.669	0.948
EB	0.974	0.903	0.746	0.975
SBA	0.975	0.906	0.746	0.978

All of the CR values were greater than the required minimum of 0.7, confirming that the data was dependable. The AVE ratings were all greater than or equal to 0.5, evidencing convergent validity. For all constructs, the MSV values were less than the AVE values, implying discriminant validity.

Table 4: Descriptive Statistics and correlation Matrix

	Mean	SD	1.	2.	3.	4.	5.	6.	7.	8.
1. UBA			**0.971**							
2. FBA			0.595	**0.828**						
3. TBA			0.715	0.682	**0.876**					
4. IBA			0.682	0.664	0.798	**0.877**				
5. YTBA			0.763	0.690	0.788	0.836	**0.903**			
6. NPA			0.805	0.600	0.761	0.708	0.801	**0.894**		
7. EB			0.847	0.627	0.728	0.666	0.770	0.803	**0.950**	
8. SBA			0.842	0.591	0.750	0.713	0.808	0.818	0.864	**0.952**

Note: The square roots of the average variance recovered from the data of 253 are depicted on the diagonal; SD = standard deviation; N = 253

4.13 Hypothesis testing using SEM and results

A Structural Equation Model (SEM) was fitted using the components that were preserved in the CFA model to test the proposed hypotheses. These results are shown in Figure 20.

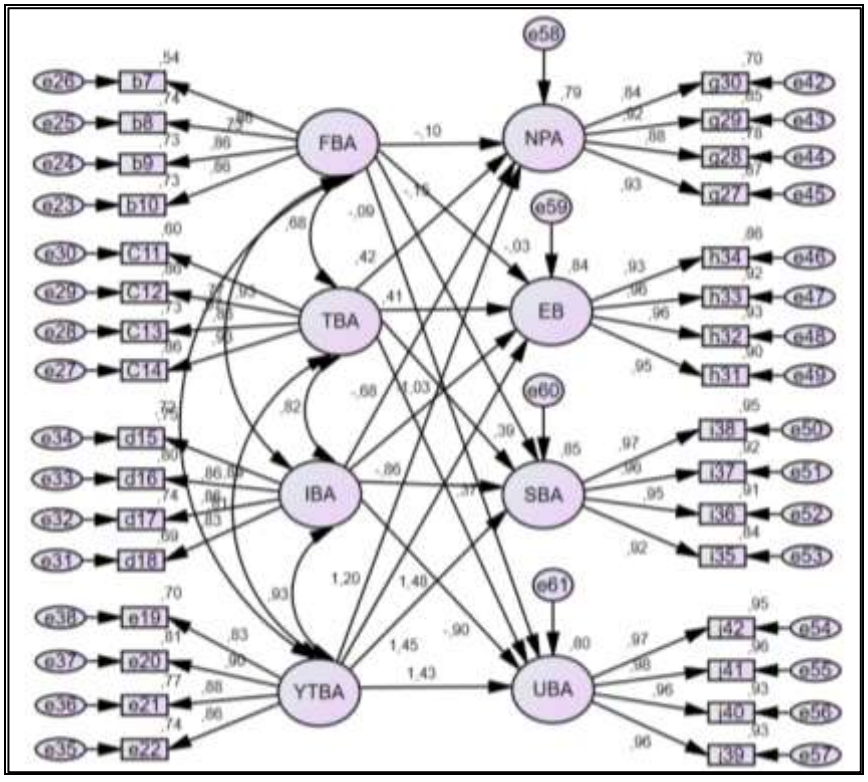


Figure 20: SEM Model

The regressive weights are shown in Table 5.

Table 5: SEM Model - Regression Weights

Hypotheses / Path Analysis			Estimates	Standardized Estimates	T-value	P-value	R-square	Hypothesis Supported
FBA	→	NPA	-,097	-,099	-1,435	,151	,787	Not Supported
TBA	→	NPA	,335	,419	4,673	***		Supported
IBA	→	NPA	-,633	-,675	-4,811	***		Supported
YTBA	→	NPA	1,119	1,200	8,082	***		Supported
TBA	→	EB	,367	,413	4,502	***	,837	Supported
FBA	→	EB	-,036	-,033	-,465	,642		Not Supported
IBA	→	EB	-1,072	-1,029	-6,819	***		Supported
YTBA	→	EB	1,530	1,477	9,568	***		Supported
FBA	→	SBA	-,180	-,147	-2,183	,029	,853	Supported
IBA	→	SBA	-1,006	-,856	-6,208	***		Supported
TBA	→	SBA	,391	,391	4,553	***		Supported
YTBA	→	SBA	1,693	1,448	10,138	***		Supported
FBA	→	UBA	-,109	-,087	-1,231	,218	,799	Not Supported
TBA	→	UBA	,379	,373	4,120	***		Supported
IBA	→	UBA	-1,078	-,902	-6,212	***		Supported
YTBA	→	UBA	1,697	1,428	9,593	***		Supported

Note: ** indicates a p-value less than 0.001.**

The r-square values indicated that Facebook Brand Awareness, Twitter Brand Awareness, Instagram Brand Awareness, and YouTube Brand Awareness explained 78.7% of the variation in non-product attributes (r-square = 0.787), 83.7% of Experiential Benefits (r-square =,837), 85.3% of Experiential Benefits (r-square =,853), and 79.9% of the variation in Uniqueness of Brand Associations (r-square = 0.799).

Results regarding Hypothesis 1 (H1): There is a positive relationship between Facebook brand awareness and non-product attributes

H0: There is no relationship between Facebook brand awareness and non-product attributes.

H1: There is a relationship between Facebook brand awareness and non-product attributes

Table 14 shows that Facebook brand awareness (= 0.099, t-value = 1,435, p-value = 0.151) had a negative impact, but no statistically significant impact. Facebook's brand awareness factor (= 0.099) was less than zero, so the relevance was negative. The association was not significant because the p-value was greater than 0.05. Therefore, a unit change in Facebook brand awareness results in a 0.099 unit change in non-product attributes.

Results regarding Hypothesis 2 (H2): There is a positive relationship between Twitter brand awareness and non-product attributes

H0: There is no relationship between Twitter brand awareness and non-product attributes

H2: There is a relationship between Twitter brand awareness and non-product attributes.

A significant impact of Twitter brand awareness (* = 0.419, t-value = 4.673, p-value * 0.001) on non-product attributes was shown in Table 14. As the standardized coefficient for Twitter brand awareness was greater than zero (B = 0.419), the relationship was positive. This implies that a unit change in Twitter brand awareness will result in a 0.419-unit change in non-product attributes with other variables being held constant. This relationship was important because the p-value was less than 0.05. Therefore, the null hypothesis is rejected in support of the alternative hypothesis. This suggests a positive link between Twitter brand awareness and non-product attributes.

Results regarding Hypothesis 3 (H3): There is a positive relationship between Instagram brand awareness and non-product attributes

H0: There is no relationship between Instagram brand awareness and non-product attributes

H3: There is a relationship between Instagram brand awareness and non-product attributes.

According to Table 14, Instagram brand awareness (* = 0.675, t-value = 4.811, p-value * 0.001) had a significant negative impact on non-product attributes. Instagram brand awareness was negatively correlated compared to the standardized factor (B = 0.675). Changes in Instagram brand awareness will reduce non-product attributes by 0.675 units while other variables remain the same. The p-value was less than 0.05, which indicated that the relationship was significant. Because the relationship was negative, but a positive relationship was assumed, the hypothesis was not supported.

Results regarding Hypothesis 4 (H4): There is a positive relationship between YouTube brand awareness and non-product attributes

H0: There is no relationship between YouTube brand awareness and non-product attributes

H2: There is a relationship between YouTube brand awareness and non-product attributes.

YouTube brand awareness (* = 1.200, t-value = 8.082, p-value * 0.001) had a significant and positive impact on non-product attributes, as shown in Table 14. As a result of the standardized coefficient being greater than zero for YouTube brand awareness (B = 1.200), the relationship was positive. This implies that a unit change in YouTube brand awareness will result in a 1.200 unit change in non-product attributes with other variables being held constant. Since the p-value was less than 0.05, the null hypothesis is rejected in favor of the alternative hypothesis. In conclusion, there is a positive relationship between YouTube brand awareness and non-product attributes

Results regarding Hypothesis 5 (H5): There is a positive relationship between Twitter brand awareness and experiential benefits

H0: There is no relationship between Twitter brand awareness and experiential benefits

H2: There is a relationship between Twitter brand awareness and experiential benefits

As can be seen in Table 14, Twitter brand awareness (* = 0.413, t-value = 4.502, p-value * 0.001) had an immediate impact on experiential benefits. The correlation was positive since the Twitter brand awareness standardized coefficient was greater than zero (B = 0.413). This means that a one-unit change in Twitter brand awareness leads to a 0.413-unit change in experience utility, holding the other variables constant. A low p-value indicates that the relationship is significant. The null hypothesis is hence rejected in favour of the alternative hypothesis. The conclusion is that Twitter brand awareness and experiential benefits are positively correlated.

Results regarding Hypothesis 6(H6): There is a positive relationship between Facebook brand awareness and experiential benefits

H0: There is no relationship between Facebook brand awareness and experiential benefits

H2: There is a relationship between Facebook brand awareness and experiential benefits

The results of Table 14 show that Facebook brand awareness (* = -0.033, t-value = -0.465, p-value * 0.001) has a negative but insignificant relationship. This is because the standardized coefficient for Facebook brand awareness was lower than zero (B = -0.033). This implies that a unit change in Facebook brand awareness will result in a 0.033-unit decline change in experiential benefits with other variables being held constant. Since the p-value was less than 0.05, it was concluded that Facebook brand awareness was positively correlated with the usefulness of the experience. Therefore, the null hypothesis is rejected. The hypothesis was not supported because the relationship was negative, but a positive relationship was assumed.

Results regarding Hypothesis 7 (H7): There is a positive relationship between Instagram brand awareness and experiential benefits

H0: There is no relationship between Instagram brand awareness and experiential benefits

H2: There is a relationship between Instagram brand awareness and experiential benefits

Instagram brand awareness (* = -1.029 t-value = -6.819 p-value * 0.001) had a significant and negative impact on experience utility (Table 14). In this case, Instagram brand awareness was less than zero (B = -1.029) and so the relationship was negative. A one-unit change in Instagram brand awareness results in a 1.029-unit decrease in experience utility, keeping other variables constant. In this study, the relationship was significant due to the p-value in the low 0.05 range. The result was that Instagram brand awareness and experiential benefits have a positive relationship. The hypothesis was not supported as the relationship was negative, yet a positive relationship was postulated.

Results regarding Hypothesis 8 (H8): There is a positive relationship between YouTube brand awareness and experiential benefits

H0: There is no relationship between YouTube brand awareness and experiential benefits

H2: There is a relationship between YouTube brand awareness and experiential benefits

The results of Table 14 show that YouTube brand awareness (* = 1.477, T-value = 9 568, P-value * 0.001) significantly influenced experiential benefits. A positive relationship was found since YouTube brand awareness had a standardized coefficient greater than zero. This implies that a unit change in YouTube brand awareness will result in a 1.477 unit change in experiential benefits with other variables being held constant. The null hypothesis was rejected because the p-value was less than 0.05. This meant that the alternative hypothesis was favoured. As a result, it can be concluded that there is a positive relationship between YouTube brand awareness and experiential

Results regarding Hypothesis 9 (H9): There is a positive relationship between Facebook brand awareness and the strength of brand associations

H0: There is no relationship between Facebook brand awareness and the strength of brand associations

H2: There is a relationship between Facebook brand awareness and the strength of brand associations

Table 14 illustrates that Facebook brand awareness has a significant negative influence on the outcomes (* = -0.147, t-value = -2.183, p-value * 0.001). As a result, we have a negative standardized coefficient (-0.147) meaning that a one-unit change in Facebook brand awareness leads to a 0.147-unit change in brand associations when the other variables remain the same. Since the p-value was less than 0.05, the relationship was significant. Although a positive relationship was postulated, the relationship was not supported.

Results regarding Hypothesis 10 (H10): There is a positive relationship between Instagram brand awareness and the strength of brand associations

H0: There is no relationship between Instagram brand awareness and the strength of brand associations

H2: There is a relationship between Instagram brand awareness and the strength of brand associations.

The data in Table 14 indicates that Instagram brand awareness (* = -0.856, t-value = -6,208 p-value * 0.001) adversely affects the strength of brand associations. Instagram brand awareness had a negative correlation because the standardized coefficient was less than zero (B = -0.856). This means that a unit change in Instagram brand awareness will result in a 0.856 unit decline in the brand association score, while other variables remain constant. P-value less than 0.05 indicated that the relationship was significant. The hypothesis was not supported as the relationship was negative, yet a positive relationship was postulated

Results regarding Hypothesis 11 (H11): There is a positive relationship between Twitter brand awareness and the strength of brand associations

H0: There is no relationship between Twitter brand awareness and the strength of brand associations

H2: There is a relationship between Twitter brand awareness and the strength of brand associations

Twitter brand awareness (* = 0.391, t-value = 4.553, p-value * 0.001) had a significant impact on brand association strength, as indicated in Table 14. The standardized coefficient for Twitter brand awareness was greater than zero (B = 0.391), showing a positive association. The standardized coefficient (B = 0.391) had a positive connection with Twitter brand awareness. Keeping the other factors equal, a one-unit change in Twitter brand awareness leads to a 0.391-unit change in the strength of brand associations. Because the p-value is less than 0.05, this association is significant. As a result, the null hypothesis is rejected in favor of the alternative hypothesis, resulting in the conclusion that Twitter brand awareness and brand association strength are positively connected.

Results regarding Hypothesis 12 (H12): There is a positive relationship between YouTube brand awareness and the strength of brand associations

H0: There is no relationship between YouTube brand awareness and strength of brand associations

H2: There is a relationship between YouTube brand awareness and the strength of brand associations

Table 14 confirms that YouTube brand awareness (* = 1,448 t-value = 10,138 p-value * 0.001) had a significant and favourable impact on brand associations (* = 1,448 t-value = 10,138 p-value * 0.001). The connection was positive (B = 1,448) due to the standardized coefficient of YouTube brand awareness. A unit change in YouTube brand awareness will result in a 1.448 unit change in the strength of brand association while all other variables remain constant. The null hypothesis was rejected since the p-value was less than 0.05, implying that the alternative hypothesis was correct. As a result, there is a positive correlation between YouTube brand awareness and brand association strength.

Results regarding Hypothesis 13 (H13): There is a positive relationship between Facebook brand awareness and the uniqueness of brand associations

H0: There is no relationship between Facebook brand awareness and the uniqueness of brand associations

H2: There is a relationship between Facebook brand awareness and the uniqueness of brand associations

Table 14 reveals that Facebook brand awareness (= -0.087 t-value = -1.231 p-value 0.001) had a substantial negative impact on the uniqueness of brand associations (= -0.087 t-value = -1.231 p-value 0.001). Because the standardized coefficient for Instagram brand awareness was less than zero (B = -0.087), the connection was negative. Keeping the other factors equal, a one-unit reduction in Instagram brand awareness resulted in a 0.087-unit fall in the experience utility score. The p-value was less than 0.05, indicating that the association was significant. Although a positive association was hypothesized, the hypothesis was not supported because the relationship was negative.

Results regarding Hypothesis 14 (H14): There is a positive relationship between Twitter brand awareness and the uniqueness of brand associations

H0: There is no relationship between Twitter brand awareness and the uniqueness of brand associations

H2: There is a relationship between Twitter brand awareness and the uniqueness of brand associations

Twitter brand awareness (= 0.373 t-value = 4.120 p-value 0.001) had a significant and beneficial impact on the uniqueness of brand associations, as shown in table 14. Because the standardized coefficient for Twitter brand awareness was greater than zero (B = 0.373), the relationship was positive. This means that when the other variables are held constant, a one unit change in Twitter brand awareness results in a 0.373 unit change in the uniqueness of the brand associations. Since the p-value was less than 0.05, the null hypothesis was rejected and the alternative hypothesis was accepted. We conclude that brand awareness on Twitter and the distinctiveness of brand associations are positively related.

Results regarding Hypothesis 15 (H15): There is a positive relationship between Instagram brand awareness and the uniqueness of brand associations

H0: There is no relationship between Instagram brand awareness and the uniqueness of brand associations

H2: There is a relationship between Instagram brand awareness and the uniqueness of brand associations

Instagram brand awareness (= -0.902, t-value =-6.212, p-value 0.001) had a significant and positive impact on the uniqueness of brand associations, as can be seen in Table 14. Because the standardized coefficient for Instagram brand awareness was greater than zero (B =-0.902), the relationship was positive. When all other variables were held constant, a one-unit change in Instagram brand awareness resulted in a one-unit change in uniqueness of brand associations (0.902). The p-value for the relationship was less than 0.05, indicating that it was significant. The hypothesis was not supported because the relationship was negative, even though a positive relationship had been proposed.

Results regarding Hypothesis 16 (H16): There is a positive relationship between YouTube brand awareness and the uniqueness of brand associations

H0: There is no relationship between YouTube brand awareness and the uniqueness of brand associations

H2: There is a relationship between YouTube brand awareness and the uniqueness of brand associations

As shown by table 14, YouTube brand awareness (= 1.428, t-value = 9.593, p-value 0.001) had a significant and favorable impact on brand associations' originality. Because the standardized coefficient for YouTube brand awareness was more than zero (B =1.428), the association was positive. With all other variables maintained constant, a unit change in YouTube brand awareness will result in a 1.428 unit change in the originality of brand associations. Since p-value was less than 0.05, the association was significant. The null hypothesis is thus rejected, while the alternative hypothesis is accepted. As a result, it's been concluded that Facebook brand awareness and brand association distinctiveness have a positive link.

Chapter 5: Discussion of findings

This chapter expands on the previous sections by examining and interpreting the conclusions and findings in greater depth. As noted in the literature review section, the findings were published in the previous chapter, with a discussion and interpretation of findings in relevance to the report's research hypotheses and conceptual framework. In this study, research was conducted to examine the connection between digital marketing and social media platforms in terms of brand awareness and brand image as a component of brand equity.

5.1 Relationship between Twitter brand awareness and non-product attributes

Non-product attributes are associated with Twitter brand awareness. It was found that Twitter brand awareness and non-product attributes were positively correlated. The correlation between Twitter usage and consciousness, as well as the need for cognitive stimulation, is well-documented by Hughes and colleagues (2012). Apart from product attributes, non-product attributes are external attributes of brands relating to the symbolism of a brand and satisfying customers' social approval and self-esteem needs (Wang & Tang, 2011). Jansen et al. (2009) investigated the effects of Twitter, an electronic word-of-mouth medium, and revealed that it plays a crucial role in enhancing the perceived value of a brand while allowing customers to express their opinions. Tweets provide customers with the ability to take advantage of the external attributes of the product which are designed to satisfy their underlying need for social approval (Wang & Tang, 2011). This implies that any growth in brand awareness via Twitter will change non-product attributes, highlighting the effect of brand awareness on non-product attributes.

5.2 Relationship between Instagram brand awareness and non-product attributes

In the results, it is found that Instagram brand awareness (awareness created by Instagram) is related to non-product attributes. Positive relationships were found. There was a negative relationship between the hypothesis and the data, but the p-value was less than 0.5. According to Chiyung, Barkin, and Shamsy (2018), the negative correlation could be explained by the way the questions were framed. Having obtained similar results, Sadek et al. (2018)

concluded that the negative relationship could be due to content shared while having a bad experience. A brand's performance can be better communicated through the sharing of videos, images, and comments about that performance across various platforms (Hughes et al., 2012). Based on the research by Stojanovic, Andreu, and Curras-Perez (2018), brands' content, whether it has positive or negative connotations, always increases brand awareness and purchase decisions. Instagram, brand loyalty, and consumer preference were found to be strongly linked by Khan (2018). Haudi et al (2022) concluded that Instagram's story functionality, where users share their product experiences, helps to generate brand trust on the social media platform.

5.3 Relationship between YouTube brand awareness and non-product attributes

Study results suggest that YouTube brand awareness is influenced by non-product attributes (awareness gained through YouTube platform activity). Analysis showed a connection between YouTube brand identification and non-product characteristics. According to a study by Febriyantoro and Wright (2020), YouTube has a favorable influence on brand awareness and image building. YouTube influences brand awareness, which in turn influences brand image. People hold esteem and awe for objects that make them feel like they belong. YouTube, as a social media network, has shown to be a successful advertising platform for numerous products (Firat, 2019).

Effective brand awareness for non-product attributes relates partly to how the product is packaged, therefore a good association is determined by the attributes of a specific brand’s packaged appearance (Gordon et al., 2016). From these results, it can be deduced that the more customers share videos of a specific product, the more the image of the brand can be boosted. Through different brand associations which include non-product attributes, a positive signal of good quality and commitment to a product positively relates to the level of awareness, resulting in favourable performance of a specific brand compared to competitors (Yoo, Donthu & Lee 2000).

5.4 Relationship between Twitter brand awareness and experiential benefits

There is a link between Twitter brand awareness and experience utility, according to the findings. The usefulness of the experience is directly influenced by Twitter brand recognition.

That is, the more customers pay attention to brand information shared on Twitter, the more they remember the product based on what other customers say about their experiences with it. These findings agree with those of Belaid et al. (2017), who discovered that an experience with the brand satisfies the desire for sensory pleasure as well as cognitive stimulation. Consumer self-image is influenced by the brand used, the sentiment toward the brand, and its usefulness to the individual. Tweeted information can have an impact on how a company's products and services are perceived.

5.5 Relationship between Instagram brand awareness and experiential benefits

Brand recognition on Instagram has been linked to experiential benefits. A strong positive correlation was discovered. Although the hypothesis was rejected, the p-value was less than 0.5, indicating that the brand was known to the participants. Sadek et al. (2018) discovered that delivering content while someone was having a bad experience could result in an unfavorable connection. Increased brand familiarity because of the material selected may have a detrimental impact on the emotional values and sensory enjoyment of a product when used. According to Haudi et al. (2022), Instagram's story functionality, which allows users to share their product experiences, contributes to brand familiarity on the social media platform.

5.6 Relationship between YouTube brand awareness and experiential benefits

The findings indicate that YouTube awareness and experience usability are linked. YouTube brand recognition and experiential benefits have a strong positive correlation. Febriyantoro and Wright (2020) discovered a positive correlation between YouTube and brand awareness and image. The sensory pleasure and emotional benefits that customers experience after using a product are frequently linked to motivating theories such as safety and physiological demands and are linked to a product's experiential benefits (Maslow, 1970). When visual content is delivered in video format, consumers are more likely to remember and recognize it. As a result, the significance of photographs and infographics in developing a brand image should not be overlooked (Alhaddad, 2015).

A positive signal of good quality and commitment to a product can boost awareness through numerous brand connections, which include experiential benefits, leading to favorable brand performance relative to its competitors (Yoo, 2000). Arantes et al. (2018) investigated the

impact of YouTube advertising and found that it increased brand recognition through displaying content, conveying information, and increasing trust in the brand through shared videos. Consumer perceptions of a brand are influenced by content having favorable implications. YouTube brand awareness created by videos of product customers sharing their joy and emotional advantages will result in an increase in purchases due to the positive brand image created by the platform's experiential benefits.

5.7 Relationship between Facebook brand awareness and the strength of brand associations

The results indicated that Facebook brand awareness is associated with brand associations. There was a strong positive correlation. Even though the hypothesis was negative, the p-value was less than 0.5. Facebook has become an essential tool for promoting products and services (Haque et al., 2013). As confirmed by another study, Dabbous and Barakat (2020), social media content on platforms like Facebook and Twitter increases brand awareness and purchase intent. According to this study, Facebook and brand image are positively associated, since Facebook is one of the few online platforms that allows users to communicate instantly, and consumers can present themselves by liking brands on the site. Facebook not only allows brands to communicate with customers, but it also allows them to create content (Stokes, 2018).

ElAydi (2018) conducted a study that confirmed the favorable impact of engagement, content sharing, and credibility on brand awareness while using Facebook for social media marketing. Organizations and consumers exchange information through engagement and content sharing, which affects brand awareness and helps a company stand out among competitors. Although some Facebook users are inactive, the information they encounter will have an impact on their opinion of the brand's image (Lupa-Wojcik, 2020). Brand image can be improved by creating brand associations that Facebook can remember (Coelho, Nobre & Becker, 2014).

5.8 Relationship between Instagram brand awareness and the strength of brand associations

The data indicated an interdependence between Instagram brand awareness and the strength of brand associations. There was a strong positive correlation. Although the hypothesis was negative, the p-value was less than 0.5. The results are comparable to those of Sadek et al. (2018), who discovered that the negative relationship might be caused by content shared while someone was having a terrible experience. As a result, the negative relationship could be owing to the nature and type of questions not being acceptable for the platform, or it could be due to the language having a negative impact on the results (Chyung, Barkin & Shamsy, 2018). Haudi et al., (2022) found that social media platforms positively correlated with brand equity, with Instagram being the most popular social media platform for creating brand trust through story features. Instagram was the most popular social networking platform among respondents in this study, therefore it is logical to believe that it has a big influence on brand awareness and brand image.

5.9 Relationship between Twitter brand awareness and the strength of brand associations

Twitter brand awareness is correlated with the strength of brand associations, according to the analysis. Twitter brand awareness and the strength of brand associations were positively related. An association was found between Twitter brand awareness and brand associations by Faisal and Ekawanto (2021). Brand associations with meaning can influence consumers' brand choices. Therefore, consistent increases in Twitter brand awareness result in consistent increases in brand association strength. A study conducted by Robertson et al., (2019) found a positive relationship between Twitter and brand perceptions. They went on to say that businesses must provide consumers with intimate and unique insights into their brands via tweets. A brand's strength is measured by how well it can be recognized by customers amid competing brands, and this is related to brand awareness. When people read the tweets, they become more aware of the brand. Jansen et al. (2009) investigated the influence of Twitter as an electronic word-of-mouth medium and discovered that Twitter has a substantial effect on customer perceptions of a brand.

Customers process, organize, and recapture brand associations to make purchasing decisions (Aaker, 1991). This demonstrates that utilizing communication channels such as Twitter can

help to develop a strong brand and brand image, resulting in a significant competitive advantage for the company. Firms can use Twitter to boost their brand's visibility and recognition (Yasmin et al., 2015).

5.10 Relationship between YouTube brand awareness and the strength of brand associations

YouTube brand awareness and the strength of brand associations have been proven to be linked. YouTube brand awareness and brand associations have a substantial positive correlation. YouTube plays a positive role in boosting brand recognition and image in a study by Febriyantoro and Wright (2020).Repetition in commercials aids consumers in remembering the brand and its products, which improves the brand's image. Arantes et al. (2018) investigated the influence of YouTube advertising and discovered that it may display content, convey information, and improve brand trust via sharing videos. YouTube advertising had a direct impact on brand recognition and image, as well as purchasing inclinations. Brand association strength was identified as a measure of brand image (Arantes et al., 2018). Customers will be able to distinguish the brand's products from those of its competitors if they are more familiar with it. The strength of a brand is influenced by the physical look of a product. Photos, videos, and infographics are all effective methods for promoting a company's image (Alhaddad, 2015).

5.11 Relationship between Twitter brand awareness and the uniqueness of brand associations

According to the research, Twitter brand awareness is linked to distinctive connections with brands. The uniqueness of brand associations has a substantial positive relationship with Twitter brand awareness. In a survey conducted by Haudi et al., (2022), it was found that social media users act in a way that rewards likes, comments, and tweets, thus fostering direct involvement among users. A brand's inherent trait of being the only one of its kind is referred to as exclusivity. A study by Robertson et al., (2019) revealed a positive correlation between Twitter and brand perceptions. They suggested brands should give consumers intimate and unique insights into their brands through tweets. The amount to which customers can recall information about a certain brand and how popular that brand will be amid rival brands reflect the uniqueness of brand connections (Keller, 2001; Aaker, 1996). The bigger the rise

in brand exposure, the more people read tweets about a brand and its products. Twitter gives a near-real-time picture of how people feel about a brand (Jansen et al., 2009), allowing businesses to respond quickly.

5.12 Relationship between Instagram brand awareness and the uniqueness of brand associations

Brand awareness on Instagram is linked to the originality of brands affiliated with it, according to the study. There was a positive association discovered. Although the hypothesis was negative, the p-value was less than 0.05. According to Sadek et al. (2018), the unfavorable relationship could be caused by content shared while someone was having a bad experience. The adverse relationship could also be due to the nature and type of questions not being appropriate for the platform, or wording that had an unexpected detrimental influence on the recipients (Chyung, Barkin & Shamsy, 2018).

5.13 Relationship between YouTube brand awareness and the uniqueness of brand associations

According to the findings, there is a link between YouTube awareness and the distinctiveness of brand associations. The findings show a link between YouTube exposure and the distinctiveness of brand connections. Febriyantoro and Wright (2020) investigated the effect of YouTube on brand awareness and image and discovered a favorable correlation. YouTube has an impact on brand awareness, which in turn has an impact on brand image. According to Firat (2019), YouTube advertising has a positive impact on purchase intent. Customers may make purchasing decisions based on content presented in videos, and a brand's image is typically created by its use of this platform.

How popular a brand is among rival brands is frequently determined by its originality (Aaker, 1996, Keller, 2001). Customers' perceptions of a brand's products are inspired by its personality. YouTube may be a very efficient and successful way to raise positive brand recognition. According to Ahmad, Idris, Wang, Masri, and Alias (2020), frequent use of the YouTube platform increased consumer awareness of a brand's products or services.

In addition to viewing a product's physical appearance and packaging, as well as information about its benefits, videos of other users can be shared through this platform. A brand's products will be easier to recall if people are familiar with the brand.

5.14 Conclusion

The outcomes of the study were analyzed to identify the relationship between social media marketing and brand recognition. Four social media networks were examined: Facebook, Twitter, Instagram, and YouTube. These internet platforms allow consumers to learn more about the advantages of various products. Companies can increase brand equity by effectively utilizing various social media channels to raise brand awareness which in turn positively impacts the company's image.

The findings validate the significance of social media as a digital marketing communication medium. Companies can learn how consumers interpret the benefits associated with brands by sharing content on Facebook, Twitter, Instagram, and YouTube. Companies considering using social media platforms should spend time learning about successful brand awareness to establish a positive brand image that will aid their brands, products, or services succeed.

Chapter 6: Contributions, Implications, limitations, and future research

6.1 Introduction

As technology advances, it is becoming more influential than ever in both industrialized and developing economies. A critical aspect of digital marketing is understanding how social media platforms impact everyday life for customers and organizations (Bala & Verma, 2018). The section finishes with an overview of the study, recommendations, and research ideas for the future. The discussion will be given on both the marketing and theoretical implications of the study.

6.2 Contribution of the study

Digital marketing and brand equity were examined in the study. As representative digital marketing tools, social media networks such as Facebook, Twitter, Instagram, and YouTube were employed to perform the study. We used brand awareness and other brand image constructs, including product attributes, non-product attributes, experiential benefits, and brand associations. A focus of the study was SMMEs in the beauty industry within the South African context, with the Essence brand being an example.

The main aim of this research is to add to our present understanding of digital marketing by investigating how digital tools such as social media platforms and brand equity are related. The study's findings show that social media awareness via Facebook, Twitter, Instagram, and YouTube has a significant impact on non-product attributes, experiential benefits, uniqueness, and brand associations. New marketing insights are emerging from the use of these platforms within upcoming SMMEs in South Africa's beauty industry. Facebook, Twitter, Instagram, and YouTube brand awareness have all been shown to positively impact brand image. In the results, it can be inferred that social media awareness aids in the creation of a preferable brand image.

It is consensus among scholars that social media marketing impacts brand equity by making use of powerful online tools (Jayasuriya et al., 2018). According to a study conducted in Sri Lanka by Kavisekera and Abeysekera (2016), social networking plays a key role in brand equity enhancement.

Brands may approach audiences and create engagement through interactions about their brands by using various social media channels (Kingsnorth, 2016). Digital platforms such as social media make it possible for consumers to gather information about brands and products (Aji et al., 2020). As this study shows, the integration of social media to raise brand awareness has a massive effect on a company's image.

6.3 Theoretical Implications

According to the conclusions of this study, using digital marketing tools such as social media platforms does have a beneficial and substantial impact on product awareness and image. Digital marketing tools, such as online social media, have made it possible to share material to increase brand and product awareness. Businesses could benefit from using various types of social media content to market and promote their products and services. This study backs up the value of visual content on cosmetic products.

Instagram is used to educate clients about the effects of utilizing specific items by using images as a medium of communication. Marketers must focus on content and how it interacts with customers (Stokes, 2018). Customers may see a brand and its products or services differently depending on the type of content they prefer, and this knowledge may influence which social media platform they use. Not all social media sites encourage social contact and they don't all focus on the same things (Hughes et al., 2009). Data from this study indicate that Instagram is the most popular social networking site among respondents. It is important to emphasize that content greatly impacts the image of a brand.

Khan (2018) investigated Instagram as a luxury marketing tool, finding that it significantly improved a brand's image. Instagram, Twitter, and YouTube were proven to contribute favourably to consumer awareness of items through user experiences provided in this study. The substantial connection between factors and the r-square values, which were all over 0.7, supported the positive influence.

Utilising social networking sites to execute digital marketing for brand awareness allows Media users to share and suggest brands connected to certain items with their friends, co-workers, and family. In today's digital world, people enjoy learning about new things through digital media; thus, using social media platforms to communicate brand awareness is an effective strategy

(Sharma et al., 2021). An effective brand image relies on healthy content . Customers interact with companies through material that they find interesting, and this connection draws them in and motivates them to utilize the brand and its products more frequently (Ansari et al., 2019).

6.4 Managerial Implications

Both marketing professionals and customers will benefit from this research. Customers will understand that to make educated purchase decisions, they must be aware of product qualities, which may be obtained via social networking sites. The way material is exchanged on online platforms varies, with Facebook and Instagram serving as content platforms as well as social networking sites. Customers who want to socialize use Facebook, while those seeking cognitive stimulation use Twitter (Hughes et al., 2012).

However, by engaging users of a company and its products through posts, shares, and retweets relevant to a specific product, Twitter may be used to establish relationships. It allows businesses to assess current sentiment and predict how customers will react to certain brands (Jansen et al., 2009). YouTube makes it easier to create memories through videos, which enhances brand exposure (Rossiter, 2014). Customers can contribute videos and photographs of various products to illustrate their experience with the company.

Marketing practitioners should consider "going digital" to increase brand visibility using online platforms that allow them to create virtual communities and communicate directly with customers. Reviews, films, images, audio recordings, and retweets, for example, should always focus on providing customers with brand insights (Ansari et al., 2019). The appropriate selection of social media platforms and content for the specific target market will result in increased brand visibility, customer reach, and sales (Hruska & Maresova, 2020). In the digital age, brand awareness and image construction are influenced by social media platforms such as Facebook, Twitter, Instagram, and YouTube (Adetinji et al., 2018). For new businesses, those in charge of marketing must use these networks.

Marketing directors in new enterprises must utilize social media platforms to increase brand exposure, popularity, and sales and profits through smart information management (Rukuni & Maziriri, 2020). This research provides marketing practitioners and brand managers with practical strategies for optimizing social platform utilization to raise the profile of their

companies. According to the present study's findings, using social networking sites had a large and positive influence.

6.5 Limitations

Future research can use these limits as a guide. Because only students enrolled at the University of Witwatersrand were included in the study, the geographical breadth was limited. Since the study was only conducted in one major city, there was no sampling of rural residents. Only one campus was used, and South Africa has multiple provinces and universities, therefore the study's findings cannot be applied to all social media users.

The current study used a quantitative methodology that included convenience sampling and self-administered questionnaires. Because respondents were more concerned with what was in the questionnaire than with providing their own ideas, there is no guarantee that their responses reflect their genuine feelings. Because of the time range, the sample was tiny when compared to the number of registered students at the university. With LinkedIn and WhatsApp excluded, social media sites were defined as Facebook, Twitter, Instagram, and YouTube.

6.6 Future research

Social media platforms and other digital marketing techniques that were not covered should be undertaken further. Future research can look at the brand image structures that were not investigated in this study. A follow-up study might look at both company-created and customer-created social media material, and how each influences a brand's image among its target demographics. Researchers can duplicate the study in a different business in South Africa, or investigate the issue in another African country, using individuals from various provinces and universities.

6.7 Conclusion

The purpose of this research was to determine the relationship between digital marketing and brand equity. Facebook, Twitter, Instagram, and YouTube were the digital marketing tools employed in this piece. The study looked at social media brand awareness to see if there was a link between product qualities, non-product attributes, experiential advantages, originality, and brand associations as brand image components. The study employed Facebook, Twitter, Instagram, and YouTube to highlight the enormous effects that social media brand awareness can have on a company's image. The study could be repeated with a large sample from multiple provinces to allow for generalization of the findings.

Reference List

Aaker, D.A. (1991). *Managing brand equity: capitalizing on the value of a brand name*. New York: Free press.

Aaker, D.A. (1996). *Building strong brands: Building, measuring, and managing brand equity*. New York: Free Press.

Adetinji, R.R., Rashid, S.M., & Ishan, M.S. (2018). Social media marketing communication and Consumer-based brand equity: An account of automotive brands in Malaysia. *Malaysian*

Ahmad A.H., Idris,I., Ilham,S., Masri ,R. & Alias , S.S. (2020). Creating brand awareness through YouTube advertisement engagement. *Test Engineering & Management* 83: 7970 – 7976

Ahmed, R.H., Streimikiene, D., Berchtold, S., Vveinhardt, J., Soomro, R.S., & Channar Z.A. (2019). Effectiveness of online digital media advertising as a strategic tool for building brand sustainability: Evidence from FMCGs and services sectors of Pakistan. *Sustainability* - Special Issue 11(2):1-40

Aji, P., Nadhila, V. & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready to drink tea industry. *International Journal of Data and Network Science* 4(2): 91-104.

Alexandra,Z. & Cerchia, A.E. (2018). The influence of brand awareness and other dimensions of brand equity in consumer's behaviour: The "affordable luxury" strategy. *"Ovidius" University Annals, Economic Sciences Series* XV111 (1): 422-427.

Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand Loyalty. *Journal of Research in Business and Management* 3(4): 01-08.

Alvi, M.H. (2016). A manual for selecting sampling techniques in research. *Munich Personal RePEc Archive.* MPRA Paper No. 70218, posted 25 March 2016 17:01 UTC. Online at https://mpra.ub.uni-muenchen.de/70218/.

Alwan,M.& Alshurideh,M.T.(2022).The effect of digital marketing on purchase intention: Marketing effect on brand equity. International Journal of Data and Network.

Ambati, Y. (2017). Digital marketing. *International Journal of Research in Management Economics and Commerce* 7 (9): 9-14.

Amichai-Hamburger, Y. & Vinitzky, G. (2010). Social network use and personality. *Computers In Human Behaviour* 26(6): 1289-1295.

Anagnostopoulos, C., Parganas, P., Chadwick, S. & Fenton, A. (2018). Branding in pictures: using Instagram as a brand management tool in professional team sport organizations. *European Sport Management Quarterly* 18(4): 413-438

Ansari, S., Ansari, G., Ghori, M.A. & Kazi, A.G. (2019). Impact of brand awareness on social media content marketing on consumer purchase decision. *Journal of Public Value and Administration Insights* 2(2): 5-10.

Arantes, M., Figueiredo, F. & Almedia, J.M. (2018). Towards understanding the consumption of Video-ads on YouTube. *The journal of web science* (4)1

Arif, S., Bhatti, A., Mariam, & Sadiq, M.U. (2017). Impact of social media brand communication on brand knowledge: Mediating role of brand image and brand awareness application of CBBE model theory of Keller. *International Journal of Management Sciences and Business Research* 6(7): 61

Ateke, B.W. & Nwulu, C.S. (2017). The marketing communication -brand awareness. *Nexus* 5(1): 210-221.

Aziza, D.N. & Astuti, R. (2018). Evaluating the effect of YouTube advertising towards young Consumers' purchase intention. *Advances in Economics, Business and Management Research*, 72: 93-98

Babbie E.R. (2013). *The practice of social research* (13th ed.). Belmont Calif: Wadsworth Cengage learning

Bala, M. & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT & Engineering* 8(10): 31-39.

Balaji, M.S. (2011). Building strong brands: The Hierarchical Relationship between brand equity dimensions. *Journal of Brand Management* 8(3): 7-24.

Belaid, S., Mrad, S.B., Lacoeuilhe, J. & Petrescu, M. (2017). Are brands benefits perceived differently in less developed economies? Scale development and validation. *Journal of marketing analytics* 5 (3-4): 111-120.

Bryman. A. (2012). *Social research methods* (4th ed). Oxford University press.

Burgess, J., & Green, J. (2018). *YouTube: Online video and participatory culture*. John Wiley & Sons.

Chyung, S.Y.Y., Barkin, J.R. & Shamsy, J.A. (2018). Evidence-based survey design: The use of negatively worded items in surveys. *International society for performance improvement* 57(3): 16-25.

Cizmeci.F. & Ercan, T. (2015).The effect of digital marketing communication tools the creation of brand awareness by housing companies. *Megaron* 10(2): 149-161.

Coelho, J., Nobre, H. & Becker, K. (2014). The impact of Facebook presence on brand image. *International Journal of Technology Marketing* 9(3): 320-332.

Creswell, J. (2014). *Research design. Qualitative, quantitative, and mixed methods approach* (4th ed). Thousand Oaks, CA: SAGE Publications.

Creswell, J.W. (2012). *Qualitative inquiry and research design: Choosing among five approaches* (3rd ed). Lincoln, NB: Sage Publications.

Dabbous,A.,& Barakat,K.A.(2020).Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention.Journal of Retailing and Consumer Services vol 53.

Duffett, R.G. (2016). Influence of social media marketing communications on young consumer attitudes. *Young Consumers* 18(1): 19-39.

Dwivedi, Y.K., Ismagilova, E., Rana, N.P. & Raman, R. (2021). Social media adoption, usage and impact in business to business (B2B) context: A State-Of-The-Art Literature Review. *Information Systems Frontiers.* https://doi.org/10.1007/s10796-021-10106-y

Elaydi, H. (2018). The effect of social media marketing on brand awareness through Facebook: An individual-based perspective of the mobile services sector in Egypt.

Faisal,A. &Ekawanto,I.(2021).The role of Social Media Marketing in increasing brand awareness , brand image and purchase intention.

Fashion Handbook South Africa. (2018). The Changing Face of South Africa's Beauty Landscape. Retrieved from https://fashionhandbook.co.za/the-changing-face-of-south-africas-beauty-landscape-beauty-report-fashion-handbook/

Fathi, S., Alipoor, V., & Moradkhani N. (2017). The effect of internet marketing on brand equity. *International Journal of Computer and Information Technologies* 5(4): 191-197.

Febriyantoro, M.T., & Wright, L.T. (2020). Exploring YouTube marketing communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management* 7(1). https://doi.org/10.1080/23311975.2020.1787733

Field, A. (2013). *Discovering statistics using IBM SPSS statistics* (4th ed). London: Sage Publications Ltd.

Firat, D. (2019). YouTube advertising value and its effects on purchase intention. *Journal of Global Business Insights* 4(2): 141-155.

Foroudi, P., Gupta, S., Nazarian, A. & Duda, M. (2017). Digital marketing management capability: achieving growth in SMEs. *Qualitative Market Research* 20(2): 230-246.

Girdaladze, K. (2019). Facebook as a tool for growing brand awareness: How can a new online business increase brand awareness. Theseus https://urn.fi/URN:NBN:fi:amk-2019053113783

Global digital reports. (2019). Digital in 2019: Global internet use accelerates – we are social. https://wearesocial.com/uk/blog/2019/01/digital-in-2019-global-internet-use-accelerates/

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research* 69(12): 5833-5841.

Golafshani, N. (2003). Understanding reliability and validity in qualitative research. *The Qualitative Report* 8(4): 597-607.

Gordon, B.S. & James, J.D. (2017). The impact on brand equity drivers on CBBE in the Sport Service Setting. *International Journal of Business Administration* 8(3): 55-67.

Haque, A., Momen, A., Sultana, S. & Yasmin, F. (2013). Effectiveness of Facebook towards online brand awareness: A study on Malaysian Facebook user perspective. *Australian Journal of Basic and Applied Sciences*, 7(2): 197-203.

Hasim, M.A., Shahrin, M. & Wahid, R.A. (2020). Influences of media richness on Instagram towards consumer purchase intention: The mediating effect of brand equity. *International Journal of Innovation, creativity and change* 10(11): 357-367.

Haudi,M.,Handayani,W.,Musnaini,M.& Suyoto ,Y.T.(2022).The effect of social media marketing on brand trust ,brand equity and brand loyalty. International Journal of Data and network Science.

Hruska, J. & Maresova, P. (2020). Use of social media platforms among adults in the United States. *Behavior on social media* 10(1):27.

Hughes, D. J., Rowe, M., Batey, M., & Lee, A. (2012). A tale of two sites: Twitter vs. Facebook and the personality predictors of social media usage. *Computers in Human Behavior*, 28(2): 561-569.

Hyun, S.S. & Kim, W. (2011). Dimensions of brand equity in the chain restaurant industry. 52(4): 429-437.

IBM Corp. (2020). *IBM SPSS Statistics for Windows, Version 27.0.* Armonk, NY: IBM Corp

Ishiyaku, B., Kasim, R. & Harir, A.I. (2017). Confirmatory factoral validity of public housing performance evaluation constructs. *Cogent Business & Management* 4(1). https://doi.org/10.1080/23311975.2017.1359458

Islam, S. & Mahmood, M.I. (2018). A qualitative study on the outcomes of social media advertising. *Advances in Journalism and Communication* 6: 61-73.

Isoraite, M. (2016) Raising brand awareness through the internet marketing tools. *Independent Journal of Management and Production* 7(2): 320-339

Jansen, B.J., Zhang, M., Sobel, K. & Chowdury, A. (2009). Twitter Power: Tweets as Electronic Word of Mouth. *Journal of the American Society for Information and Technology* 60(11): 2169-2188.

Jayasuriya, N.A., Azam, S.M.F., Khatibi, A., Atan, H., & Dharmaratne, I.S. (2018). The role of social media marketing on brand equity- A literature review. *Global Journal of Management and Business Research* XV111 (V): 31-39.

Journal of Communication 34(1): 1-19.

Kabir,S.M.S. (2016). *Basic guidelines for research: An introductory approach for all disciplines*. Book Zone publication.

Kamal, Y. (2016). Study of trends in digital marketing and evolution of digital marketing strategies. *International Journal of Engineering Science and Computing* 6(5): 5300-5302.

Kavisekera, S. & Abeysekera, N. (2016). Effect of social media marketing on brand equity of online companies. *Management and Marketing* XIV (2): 203-216.

Keller, K. (2003). Understanding brands, branding and brand equity. *Journal of Direct, Data and Digital Marketing Practice* 5: 7–20. https://doi.org/10.1057/palgrave.im.4340213.

Keller, K.L. (1993). Conceptualizing, measuring, and managing Customer-based brand equity. *Journal of Marketing* 57(1): 1-22.

Keller, K.L. (1998). *Strategic brand management: Building, Measuring and Managing Customer Based Brand Equity*. New Jersey: Prentice-Hall.

Keller, K.L. (2001). *Building customer-based brand equity: A blueprint for creating strong brands*. Cambridge, Mass. : Marketing Science Institute.

Keller, K.L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2-3): 139-155.

Keller, K.L. (2013).*Strategic brand management: building, measuring, and managing brand equity* (4th Ed.) New Jersey: Pearson Education International.

Khan, S. (2018). Instagram as a marketing tool for luxury brands. *International Journal of Business Research* 8(2): 120-126.

Kim, H. (2005). Consumer profiles of apparel product involvement and values. *Journal of fashion marketing and management* 9(2): 207-220.

Kingsnorth, S. (2016). *Digital marketing strategy: An integrated approach to online marketing*. London: KoganPage.

Kivunja, C. & Kuyini, A.B. (2017). Understanding and applying research paradigms in educational contexts. *International Journal of Higher Education* 6(5): 26-41.

Kumar, R. (2011). *Research methodology. A step-by -step guide for beginners* (3rd ed). New Delhi: Sage.

Latif, W.B., Islam, A. & Noor, I.M. (2014). Building brand awareness in the modern marketing environment: A conceptual model. *The Free Library* https://www.thefreelibrary.com/Building brand resonance in a competitive environment: a conceptual...-a0392176416.

Lee, G.C. & Leh, F.C.Y. (2011). Dimensions of customer-based brand equity: A study on Malaysian brands. *Journal of Marketing Research and Case Studies* Vol 2011. DOI: 10.5171/2011.821981

*Library Journa*l 5(10). DOI: 10.4236/oalib.1104977.

Lin, C. A., & Rauschnabel, P. A. (2016). Social media marketing: Psychological insights, managerial implications, and future research directions. In *Encyclopedia of e-commerce development, implementation, and management* (pp. 2144-2158). IGI Global.

Lupa-Wojcik, I. (2020). Groups of Facebook as a marketing tool. *Journal of Marketing of Science and research organizations* 37(3): 17-32.

Machado, C., & Davim, J. P. (Eds.). (2016). *MBA: Theory and Application of Business and Management Principles.* Springer International publishing.

Maclean, F., Jones, D., Carin-Levy, G. & Hunter, H. (2013). Understanding Twitter. *British Journal of Occupational Therapy* 76(6): 295-298.

Maecker, O., Barrot, C. & Becker, J.U. (2016). The effect of social media interactions on customer relationships management. *Business Research* 9: 133-155.

Majeed, M., Owusu-Ansah, M., & Ashmond, A.A. (2021). The influence of social media on purchase intention: the mediating role of brand equity. *Cogent Business & Management* 8(1). https://doi.org/10.1080/23311975.2021.1944008

Male, T. (2016). 'Collecting Quantitative Data'. In I. Palaiologou, D. Needham and T. Male (Eds). *Doing Research in Education: Theory and Practice*. London: SAGE, 192-208. (9) (PDF) Collecting Quantitative Data. Available from: https://www.researchgate.net/publication/301862650_Collecting_Quantitative_Data.

Mangold, W.G., & Faulds, D.J. (2009). Social media: The new hybrid element of the promotion mix. *Journal of business horizons* 52: 357-365.

Maslow, A.H. (1970). *Motivation and personality* (2nd ed). New York: Harper and Row.

Masoom, M .R. (2013). Top of the mind awareness (TOMA) of a particular brand as leading consideration of purchasing the product: An empirical assessment. *JIMS* 8M: 13-20.

Merriam, S.B. (2009). *Qualitative research, a guide to design and implementation*. San Francisco: Jossey-Bass

Momen, A., Sultana, S. & Haque, A.K.M.A. (2019). Web-based marketing communication to develop brand image and brand equity of higher educational institutions. A structural equation modelling approach. *Global Knowledge Memory And Communication* pp. 1-19.

Morozan, C., Enache, E. & Vechiu, C. (2009). Evolution of digital marketing. *Munich Personal RePEc Archive.* MPRA Paper No. 13725. https://mpra.ub.uni-muenchen.de/13725/

Mulyono, P. (2016). Brand awareness and brand image of decision making on university. *Journal of Management and Entrepreneurship* 18(2): 163-173.

Mulyono, P., Syamgun, M. & Najib, M. (2016).The influence of social media in brand awareness, word of mouth, intention and donation decision at Rumah Zakat. *JAM* 14(4): 619-628.

Neuman, W.L. (2014). *Understanding research* (1st ed). Harlow: Pearson Education Limited.

O'Cass, A. & Lim, K. (2001).The influence of brand association on brand preference and purchase intention: An Asian perspective on brand association. *Journal of International consumer marketing* 14(2/3): 41-71.

Park, C.S & Srinivasan, N. (1994). A survey-based method for measuring and understanding brand based equity scale. *Journal of Marketing Research* 52(1): 1-14.

Pilot, D. & Hungler, B. (1999). *Nursing research: Principle and method* (6th ed). Philadelphia: Lippincott Company.

Prasanna, D. & Parida, D.K. (2021). The Impact of Social Media Sharing on Brand Association of Startups: A Study on It Startups in Hyderabad, India. *Academy of Marketing Studies Journal* 25(1).

Pratama,M.A. &Kusumawardhani,A.(2021).The influence of digital marketing on brand equity mediating by brand awareness.Diponegoro Journal of Management 10 (4).

Pushpalatha,M.,Roshni,S.& Veerendrakumar ,A.(2019).An overview of digital marketing trends.International Journal of Recent Advances in Multidisciplinary Research.6(2)pp4659-4661.

Putri, D.R. (2021). Digital marketing strategy to increase brand awareness and customer purchase intention: A case study - Ailesh Green Consulting. *European Journal of Business and Management Research* 6(5): 87-93.

Quitong, M. & Rahman, J. (2019). The impact of cosmetics industry social media marketing on brand equity: Evidence from Chinese College Students. *Academy of Marketing Studies Journal* 23(2).

Rajh, E. (2002). Development of a scale for measuring customer-based brand equity. *Ekonomski pregled*, 53 (7-8), 770-781. Retrieved from https://hrcak.srce.hr/28375

Rao, L. (2017). Instagram Copies Snapchat Once Again with Face Filters. Retrieved from https://tinyurl.com/ybcuxxdv.

Read,W.,Robertson,N.McQuilken,L. &Ferdous,A.S.(2019).Consumer engagement on Twitter:Perceptions of the brand matter.European Journal of Marketing.

Rehman, A.A. & Alharthi, K. (2016). An introduction to research paradigms. *International Journal of Educational Investigations* 3(8): 51-59.

Ritz, W., Wolf, M. & McQuitty, S. (2019). Digital marketing adoption and success for small businesses: The application of the do-it- yourself and technology acceptance models. *Journal of research in interactive marketing* 13(2): 179-203.

Roopa, S. & Rani, M.S. (2017). Questionnaire Designing for a Survey. *Journal of Indian Orthodonic Society* 46(4): 273-277.

Rossiter, J. R. (2014). 'Branding' explained: Defining and measuring brand awareness and brand attitude. *Journal of Brand Management*, 21(7), 533-540.

Rukuni, T.F. & Maziriri, E.T. (2020). Social media strategies on brand awareness at a small business consultancy firm in South Africa. *International Journal of Interactive Mobile Technologies* 14(20): 4–22. https://doi.org/10.3991/ijim.v14i20.14831.

Sadek, H., Elwy, S. & Eldallal, M. (2018). The impact of social media brand communication on consumer-based brand equity dimensions through Facebook in fast-moving consumer goods. The case of Egypt. *Journal of Business and Retail Management Research* 12(2): 107-122.

Salkovska, J., Batrga, A. & Mezpapa, A. (2015). Cosmetics brand equity formation in awareness of Latvian consumers. *Regional formation and development studies* 3 (17).

Sathya, P. (2015). A study on digital marketing and its impact. *International Journal of Science and Research* 6(2): 866 - 868.

Saunders, M., Lewis, P. & Thornhill, A. (2016). *Research methods for business students* (7th ed). Harlow: Pearson.

Schivinski, B. & Dabrowski, D. (2016). The effect of social media communication on consumer perception of brands. *Journal of Marketing Communications* 22(2): 189-214.

Seehanam,N., Akkaranggoon, S. & Ungpannsattawung, S. (2018). An analysis of brand equity Components in the context of cultural festivals. *Mediterranean Journal of Social Sciences* 9(6).

Shand, N. (2017). The Cosmetics Industry. Retrieved from https://www.whoownswhom.co.za/report-store/cosmetics-industry-south-africa-2017/

Sharma, S., Singh, S., Kujur, F. & Das, G. (2021). Social media activities and its influence on customer-based relationship: An empirical study of apparel retailers' activity in India. *Journal of Theoretical and Applied Electronic Commerce Research* 16(4): 602-617.

Shen, B. & Bissell, K. (2013). Social media, social me: A content analysis of beauty companies use of Facebook in marketing and branding. *Journal of Promotion Management* 19(5): 629 -651.

Shirisha, M. (2018). Digital marketing importance in the new era. *International Journal of Engineering Technology Science and Research* 5 (1).

Sibanda, T. (2019). *Digital reinvention can spur South Africa's economy*. McKinsey and Company. https://www.mckinsey.com/featured-insights/middle-east-and-africa/digital- reinvention

Siddiqui, M.S., Siddique, U.A., Khan, M.A., Alkandi, I.G., Saxena, A.K & Siddique, J.H. (2021). Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India. *Journal of Theoretical and Applied Electronic Commerce Research* 18: 1008-1024.

Sitompul,Y.R.,Irawati ,N.& Wibowo, R.P.(2021).Analysis of role of digital marketing to improve brand image through brand equity at PT Pegadaian (Persero) Labuhan Deli Sub-Branch, Medan.International Journal of Research and review 8(8).

Statista. (2021). Distribution of Facebook users in South Africa as of July 2021 by age group. https://www.statista.com/statistics/1028389/facebook-user-share-in-south-africa-by-age/

Stojanovic, I., Andreu, L. & Curras-Perez, R. (2018). Effects of the intensity of use of social media on brand equity. An empirical study in a tourist destination. *European Journal of Management and Business Economics* 27(1): 83-100.

Stokes, R. (2018). *e-Marketing: The essential guide to marketing in a digital world* (6th ed). Cape Town: The Red & Yellow Creative School of Business.

Sya'idah, E.H., Jauhari,T., Surgiarti, N. & Dewandaru, B. (2019).The implementation of Digital Marketing towards brand awareness. *Advances in Social Science, Education and Humanities Research* 383: 521-525.

Tritama, H.B. & Tarigan, R.E. (2016). The effect of social media to the brand awareness of a product of a company. *International Journal of communication and information technology* (CommIT) 10(1): 9-14.

Usman, Y., Zulfiqar, R., Aslam, M. & Altaf, M. (2012). Studying brand loyalty in the cosmetic industry. *Scientific Journal of Logistics* 8(4): 327-337.

Valentine, O. (2019). How Social Media is Shaping the Beauty Industry. Retrieved from https://blog.gwi.com/chart-of-the-week/social-media-for-beauty-industry/

Wang, S.W. & Tang, H. (2011). A study of brand attributes: Cross-industries and implications. *African Journal of Business Management* 55(22): 9568-9578.

Weinreich, N. (2019). Intergrating quantitative and qualitative methods in social marketing Research. *Social marketing quarterly* 3: 53-58.

Wijaya, S.B. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. *Journal of Business and Management* 5(31): 55-65.

Wood, L. (2019). South Africa cosmetics industry report. httpswww.businesswire.com

Yamin, A. B. (2017). Impact of Digital Marketing as a Tool of Marketing Communication: A Behavioral Perspective on Consumers of Bangladesh. *American Journal of Trade and Policy*, 4(3): 117-122. https://doi.org/10.18034/ajtp.v4i3.426.

Yasmin, A. Tasneem, S. & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: an empirical study. *International journal of management science and business administration* 1 (5): 69-80.

Yoo, B. & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research* 52 (2001): 1-14.

Yoo, B., Donthu, N. & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science* 28: 195-211.

YouTube audience insight studies. (2017). The effectiveness guide: A guide to marketing effectively on YouTube. https://www.thinkwithgoogle.com/_qs/documents/7203/YT_Effectiveness_Guide_NordicsBenelux.pdf

Zahoor, S.Z., Younis, M.I., Qureshi, I.H. & Khan, R.A. (2016). Impact of social media marketing on brand equity. *International Journal of Current Research* 8(4): 30046-30055.

Zia, Z., Younus, S. & Mirza, F. (2021). Investigating the impact of brand image and brand loyalty on brand equity: the mediating role of brand awareness. *International journal of innovation, creativity and change* 15(2): 1091-1106.

APPENDIX A: Permission Letter

UNIVERSITY OF THE WITWATERSRAND JOHANNESBURG

OFFICE OF THE DEPUTY REGISTRAR

16 September 2021

Killiana Kalima
Student Number (2281852)
Master of Management
Faculty of Commerce, Law & Management

TO WHOM IT MAY CONCERN

"Exploring the relationship between digital marketing and brand equity."

This letter serves to confirm that the above project has received permission for research to be conducted on University premises, and/or involving staff and/or students of the University as research participants. In undertaking this research, you agree to abide by all University regulations for conducting research on campus and to respect participants' rights to withdraw from participation at any time.

If you are conducting research on certain student cohorts, year groups or courses within specific Schools and within the teaching term, permission must be sought from Heads of School or individual academics.

Ethical clearance has been obtained. (Protocol number: WBS/SM2281852/324)

Research Expiration: (Research submission date)

Nicoleen Potgieter
University Deputy Registrar

cc Professor Mzyece

APPENDIX B: RESEARCH INSTRUMENT

Section A: Demographic Information

Q1. Please select your age group

☐18-25years

☐26-35years

☐Above 35 years

Q2. Please indicate your gender

☐Female

☐Male

Q3. Please select your ethnic group

☐African

☐Asian

☐Coloured

☐White

☐Other

Q4. Please select your education level

☐Diploma

☐Under- Graduate

☐Post- Graduate

☐ Master's degree

Section B: Social Media

Q5. Which social networking platform do you like the most?

☐Facebook

☐Twitter

☐Instagram

☐YouTube

Q6. What is the device that you use to access social media?

☐Mobile phone

☐ Tablet

☐ Laptop

☐Desktop

Please use Five point Likert scale range (1 =strongly Disagree to 5 =strongly Agree) where applicable

Section C:

Facebook and brand awareness (Yoo & Donthu, 2001)

Q7.I cannot spend a day without logging into Facebook
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q8. I was made aware of Essence beauty products through Facebook
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q9.I can recognize Essence brand among other competing brands shared on Facebook
☐strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q10.I can quickly recall Essence beauty products logo on Facebook
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Section C
Twitter brand awareness (Yoo & Donthu, 2001)
Q11. I cannot spend a day without logging into Twitter
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q12.Twitter made me aware of Essence beauty products
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q13. I can recognize Essence brand among competing brands for beauty products on Twitter
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q14. I can easily remember information about Essence latest beauty product range on Twitter
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Section E

Instagram brand awareness (Yoo & Donthu, 2001).

Q15. I cannot spend a day without logging into Instagram
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q16.I became aware of Essence beauty products through Instagram
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q17. I can easily recognize Essence brand among other competing brands for beauty products on Instagram
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐strongly agree

Q18. I can easily remember information about Essence latest beauty product range on Instagram
☐Strongly disagree
☐Disagree
☐Never
☐Agree

☐Strongly agree

Section F

YouTube brand awareness (Yoo & Donthu, 2001)

Q19. I cannot spend a day without checking YouTube

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q20. I become aware of Essence beauty products through videos on YouTube

☐Strongly disagree
☐Disagree
☐Never
☐Disagree
☐Strongly agree

Q21. I can easily recognize Essence brand among other competing brands for beauty products on YouTube

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q22. I can easily remember information about Essence latest beauty product range on Instagram

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Section G

Product attributes (Aaker 1991; Park & Srinivasan (1994)

Q23. Which of the following attributes do you associate with Essence brand for beauty products that you use?

☐Affordability
☐Quality
☐Ingredients
☐Popularity
☐Easy to use

Q24. I look for product information and appearance from social media when buying beauty products from other users.

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q25. Essence brand satisfies my needs in terms of functions and benefits I get from the product's ingredients.

☐Strongly disagree
☐Agree
☐Never
☐Disagree
☐Strongly agree

Q26. I will still prefer my brand because of the benefits of using its products even if I come across other brands from competitors

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Section H

Non-product attributes (Belaid, Mrad, Lacoeuillie & Petrescu, 2017).

Q27. Possessing Essence brand range of products is a means of expressing myself among my friends

☐Strongly disagree
☐Agree
☐Never
☐Disagree
☐Strongly agree

Q28. I use Essence brand because of what others say about its quality and results after using the products

☐Strongly disagree
☐Disagree
☐Never
☐Disagree
☐Strongly agree

Q29. I admire the status of people who use a range of Essence brand beauty products that I use

☐Strongly disagree

☐Disagree
☐Never
☐Agree
☐Strongly agree
Q30. I like a beauty product brand with unique characteristics and gives me status among my peers
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Section I
Experiential benefits (Rajh, 2002)
Q31. I favour a brand that builds my self-esteem especially when sharing information on social media
☐Strongly disagree
☐Agree
☐Never
☐Disagree
☐Strongly agree

Q32. I feel special because I use Essence beauty products
☐Strongly disagree
☐Agree
☐Never
☐Disagree
☐Strongly agree

Q33 Using Essence products makes me feel good
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q34 Essence beauty products are safe and harmless to use
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Section J

Strength of brand associations (Rajh, 2002)

Q35. I can recall the characteristics of Essence brand without effort

☐Strongly disagree
☐Agree
☐Never
☐Disagree
☐Strongly agree

Q36. I am aware of the features of Essence brand compared to other brands

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q37. I know the characteristics of Essence brand that makes it special compared to other brands

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q38 Essence brand fits with my lifestyle

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Section K

Uniqueness of brand associations (Rajh, 2002)

Q39. Essence range of beauty offers me comfort and emotional security among my contacts on social media

☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q40.Possessing Essence brand makes me feel unique and different from others because it is different from other brands

☐Strongly disagree
☐Disagree

☐Never
☐Agree
☐Strongly agree

Q41.Essence brand has a unique image in my mind compared to other competing brands
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree

Q42 Essence is the best brand to buy because of its innovativeness in beauty products
☐Strongly disagree
☐Disagree
☐Never
☐Agree
☐Strongly agree